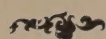


The China known since 1840 as

Haviland China

Is stamped under each piece
in green underglaze } Haviland
France

The decorated China has
an additional stamp } Haviland & Co.
in red on the glaze } Limoges



NOTE THE NAME

THEODORE

on the Stamp and

AVOID IMITATIONS

The most popular brand of French China is

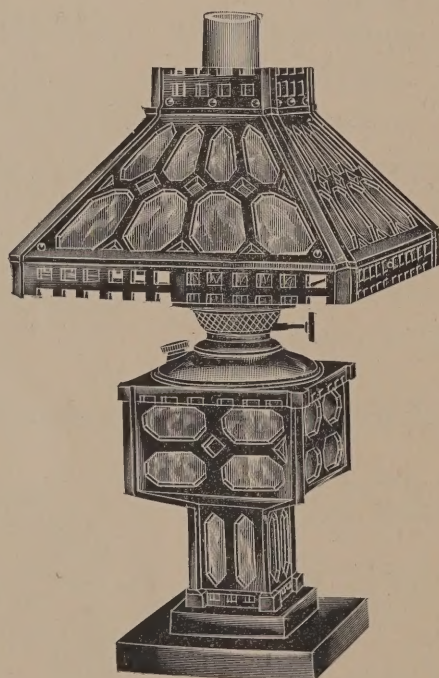
THEODORE HAVILAND

La Porcelaine Theodore Haviland

LIMOGES, FRANCE

THEODORE HAVILAND & CIE

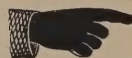
25 MURRAY STREET, NEW YORK CITY



A-No. 3537, Matt Black.

Pittsburgh Lamp, Brass & Glass Co.

Pittsburgh, Pennsylvania



We wish one dealer in every city who handles good dinner sets to correspond with us.

*Our new line for Fall in Swell
Over Glaze Decorations
is quite the talk*

Three extra, new, handsome underglaze decorations in colors added. Shall be pleased to send samples to any dealer interested.

GREAT HIT. Souvenir plaques showing your business house or local scenes—this in underglaze, one color. Prices very reasonable.

The Warner-Keffer China Co.
EAST LIVERPOOL, OHIO

P. S.—When in New York see sample room of
R. KOHN, 32 Park Place.

DIAMOND GLASSWARE

AS WELL AS



THE CELEBRATED
DIAMOND "H"



IS A PRODUCT

OF OUR FACTORY AND BEARS OUR
TRADE MARK

WE GUARANTEE THIS WARE TO LAST
TWICE AS LONG

UNDER SAME CONDITIONS AS THE
ORDINARY PRODUCT

WRITE FOR CATALOGUE

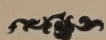
A. H. HEISEY & CO., Inc.
NEWARK, OHIO

Salesrooms:

NEW YORK CITY, 25 West Broadway,
BALTIMORE, 122 West Baltimore St.,

PHILADELPHIA, Denckla Bldg., Market & 11th Sts.

BOSTON, 144 Congress Street,
PORTLAND, ORE., 451 Sherlock Bldg.,

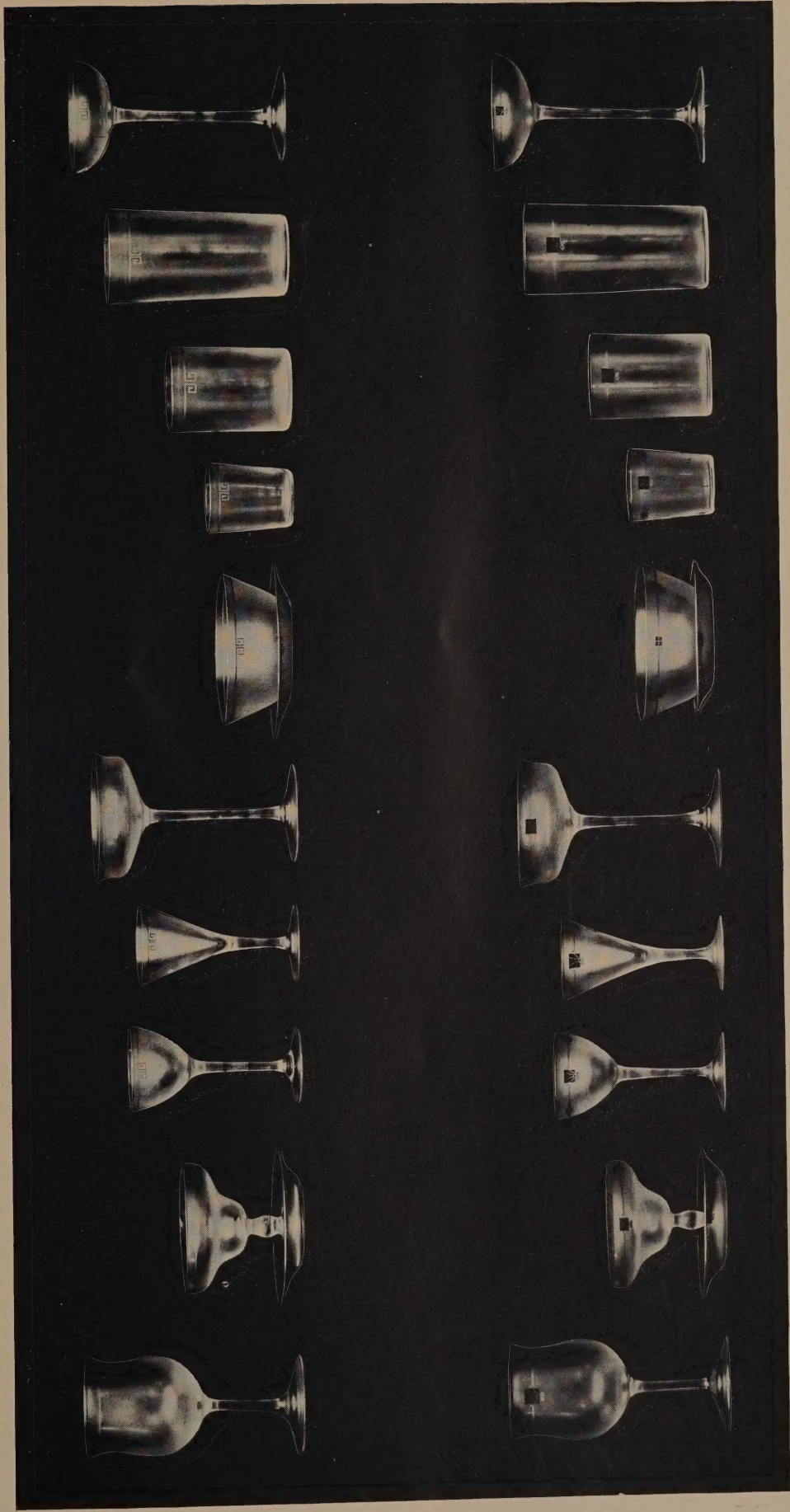


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Gold Service, Theresienthal Gold and Enamel Service, carried in stock by GRAHAM & ZENGER, in the following items:
 Goblets, Clarets, Wines, Cordials, Sherries, Cocktails, Champagnes, Sherbets and Plates, Finger Bowl and Plates, Cognac and
 Mint, Whiskeys, Champagne Tumblers, Table Tumblers, Ale Tumblers, Highballs and Brandy & Soda.

GRAHAM & ZENGER

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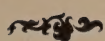
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38 Murray Street, New York City, New York



"KRYS-TOL"

THE GLASS OF QUALITY

From Missouri?

The Jefferson Glass Co. believes in the "show me" plan of doing business; we don't ask the dealer to send us an order for CHIPPENDALE **KRYS-TOL** if he questions our statements as to quality and merit. We will send you samples free (prepaid) for the asking. If you send us an order and the goods do not prove up to sample, or as good in quality as ANY table glassware obtainable, we will pay freight charges both ways. THE RISK IS ALL OURS.

The way to know a thing is to try it

Write us today and find out how to increase
your sales and profits on Table Glassware

TRADE **"KRYS-TOL"** MARK

"The one Colonial glassware that is distinctively different from all others"

THE JEFFERSON GLASS CO.
Follansbee W. Va.



POTTERY & GLASS

VOLUME III

SEPTEMBER 1909

NUMBER 3

IMPORT TRADE MOST ENCOURAGING

REPRESENTATIVE FIRMS SO DECLARE—NEW IDEAS AND EXCLUSIVE DECORATIONS WILL HELP BUSINESS REVIVAL

JUST now traffic is picking up with giant strides, which means that trade, reviving from the severe blow that has prostrated it for nearly two years, is causing all industries to open up for a new lease of life, and the railroads are carrying the goods to market.

The purchasing power of our citizens is also reviving with trade, and that has caused a desire to buy the more costly articles that come from beyond the sea. As to the import trade it may be stated on the authority of representative importers, that it is rapidly rising to the crest of the wave and those who stand as sponsors for the statement declare that, in their opinion, a substantial and healthy fall business will continue in the wake of what has already begun.

What has really occurred in the import trade is this: The sales from samples submitted to buyers during the months of July and August, were far in advance of those for the corresponding months of the business-depression years and this month—the first of the fall trio—is even more encouraging. Since the middle of the present month many new samples have been unpacked from foreign cases and these have been shipped to the traveling representatives of the importers who are camping on the trail of buyers throughout this land.

From these salesmen have been received nice orders for delivery any time within the next four or five months, or previous to March 31. There is just a little feeling of unrest—but not exactly alarm—lest the maximum tariff rate decided on, and which becomes effective on that date, might undergo a sleight-of-hand change for the worst, so to forestall such a happening orders are being placed for delivery in advance of that period. The trade will remember that an additional duty of 25 per cent. will be applied on the 31st of March, 1910, to

the products of all countries which unduly discriminate against the United States, and, from the newspaper reports, it would seem that the discussions upon this subject are already developing considerable friction and there is a possibility that the duty on French china may be increased by this additional 25 per cent. after March 31, 1910.

We are advised that all the Limoges houses are showing the new shapes and decorations and solicit orders for delivery during the early spring. Porcelains G D A will offer an assortment which, from advance notices, is unusually attractive and peculiar in several respects. The assortment includes a new shape of dinnerware, which is unquestionably the best design yet offered by this house and, with it, a large collection of new designs appropriate for this new shape. In addition to this new dinner service, which, with the special decorations designed for it, forms the prominent feature of the new collection, there is a second assortment prepared to meet the peculiar and unusual conditions which prevail in connection with the new tariff. With this in mind, the collection of samples recently opened by Porcelaines G D A is made with the view of prompt delivery, and they guarantee to deliver any articles ordered from this special assortment not later than March of next year. This special assortment includes entirely new decorations and is absolutely up-to-date in every particular, including not only new designs and patterns, but so combined as to prevent delay in making.

The articles illustrated on another page give a good idea of the delicacy of modeling and absolute originality of this shape. The Chocolate Pot, Sugar and Cream, while practical for use, give an unusually large surface for decorating, and the flat panels show to advantage even the simplest and cheapest styles of orna-



VENISE SHAPE TABLE SERVICE, WITH ROMAN GOLD FINISH VERY RICH AND ATTRACTIVE IN APPEARANCE

PHOTOGRAPHED SPECIALLY
FOR POTTERY AND GLASS

BY COURTESY OF
PORCELAINES G D A

mentation. The relief with heavily modelled corners and the split handles afford special opportunity for gold treatment, and the plain mat or roman gold finish, as shown in the design, taken in connection with a three or four color chromo, makes a decoration that, while moderate in price, is rich in appearance and will readily sell at an advance of more than the ordinary rate of profit. The Chop Dish has the same advantages, and, with the Plates, is specially adapted to use for amateur decorating, as the plain surface enables the decorator to use her own design without being hampered by a relief or ornamentation of any kind, and the border with simple gold effect furnishes a rich finish. Although not made for a full dinner service, the Venise shape contains a large variety of articles, including Ice Cream Tray, Compotier, Lobster Salad Dish, Olive Dishes of various sizes and shapes, Ice Cream Saucers, Plates both coupe and rim, Teas on foot and without foot, Chocolates, A D Coffees, Chocolate Pots in two sizes, Teapot, Sugar and Cream, Cake Plate, Puff Box and Powder Box.

The attention of buyers is directed to the show rooms of Edward Boote, at 46 West Broadway, where several entirely new lines of high-grade chinaware are displayed. From the well known pottery of Wood & Sons, Burshem, in Staffordshire, England, are a lot of semi porcelaines, decorated in entirely original designs and emblems, in every style and at popular prices. A specially attractive variety is found in a fresh line of vitrified goods made expressly for hotel service. These are notable for the broad variety of patterns shown, both banded and lined; also transfers under glaze. Exhibited with these are several other lines of richly decorated wares that are the choicest conceptions, both in shapes and designs, of the makers represented by E. Boote. A separate room is set apart for the exhibit of the celebrated Cauldon china, made at Stoke-on-Trent, the most richly hand decorated and costly products now being shown. The variety of styles, designs and decorations are practically endless, meeting the requirements of connoisseurs, even to the very wealthy.

SWEDISH CHINA DINNERWARE

When we speak of chinaware for the table our thoughts naturally cross the ocean to the famous pottery districts of France and Germany, while we still duly consider the industry of our own United States. But you would hardly ask, were you to admire a stunning set of dinnerware, "did that come from Sweden"?

Sweden does not claim the pottery industry as one of its chief enterprises, but does turn out some mighty clever work in this same line of effort, and it is of the dainty kind, too. Sweden is progressive, however, and is becoming more prominent each year as a maker of china. Most of its product finds a market abroad, rather than here, that is why Sweden does not rate here with France and Germany.

The following describes an assortment of dinnerware coming from that country. It is of a rich, creamy white, with a high glaze, and the decoration is a dainty green and yellow pattern, which is used as a border. The decoration is rather quaint—the yellow blossoms are crocus color, but they look more like violets. Possibly they are a new sort of bloom and more familiar in Swedish gardens. The green is a shade that just harmonizes with the yellow—not too deep. Then on the edge there is a deeper green.

The list of dishes in the set is unusually complete and somewhat unique; there are five sizes of cups and saucers, hot muffin dishes and individual coffee pots, besides all the necessary and usual platters, plates and other pieces.

THE WIESBADEN ART EXPOSITION

Among the most interesting features of the recent Wiesbaden Exposition of Art and Industry was the display of ceramic ware from the Westerwald district. Attention was specially claimed by a collective display by the tankard manufacturers of Höhr and Grenzhausen. This district, where ceramic manufacture is traditional, has within the last fifty years witnessed a revival of skill and taste which, in the opinion of experts, places its work on a level with the productions of medieval periods. Prominent items of the exhibits were: a tea service with crystal glaze, jugs in a warm yellowish brown, with ornamentation in dull black, and other articles in salt-glazed stone-ware. Another new technique consisted in under-glaze painting on a gray stoneware body, the latter taking the place of the unattractive yellow body. In other exhibits special attention has been given to fanciful shapes with china red and other glazes.

One special feature of the ceramic display was that the decoration, even of the simplest ware, was of tasteful character. The progress made in the Westerwald district augurs well for the artistic development in the future of the "Tankard Makers Land," as that part of Germany is colloquially termed.

ARTISTIC BRASSWARE NOVELTIES

THEY HAVE CAUGHT THE POPULAR FANCY AND ARE HERE TO STAY--MAKERS
STRIVING FOR NEW IDEAS

JUDGED by what is heard in the noisy workshops, where artisans are engaged with hammers beating sheet brass into shapes that gradually develop into some one of the numerous articles that go to make up the long list of brassware specialties and novelties, these goods still hold their own in the esteem of those who have pinned their faith to the world of metal, as referring to this particular class of goods.

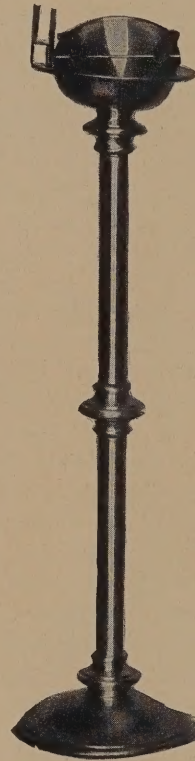
The previous articles that have appeared in this magazine on American-made brassware, with profuse illustrations, have, apparently, stirred things up and started a greater interest in the industry than had heretofore been manifested. The interest that has taken root, has had the effect of keeping trade moving, so that the lovers of artistic things in brassware cause buyers to keep on the move all the time for new things.

The makers of these goods, which includes also others in copper, keep originating from time to time, borrowing ideas from ancient things, modifying them and adding what they think will best serve to please the popular taste of to-day. The ancient Hebrew candlestick with the seven holders, that was in vogue several centuries ago and did duty in the temples of worship, is among the brass articles that can be bought in many stores to-day. It is a pretty thing, too, that the modern manipulations of metal have brought up-to-date, being a faithful reproduction of the original.

Several new designs for fern dishes have

been seen in the rough and will shortly find their way into the market, so that it will be seen that those who produce are not standing still while the world at large is in a receptive frame of mind for the best that can be produced.

At the warerooms of A. H. Notman & Co., 13 and 15 West Twenty-fourth Street, it was said that the promise of a good fall trade was being fulfilled. Many very pretty things in art brassware are on exhibition and among them are goods that may be classed as novelties, this being a pioneer house in the trade.



BRASS SMOKER OF
UNIQUE DESIGN—
30 INCHES HIGH—
A. H. NOTMAN & CO.

Three noteworthy articles that the firm has faith in are illustrated in connection with this story. One of them is a brass smoker of plain, yet attractive design. It stands about thirty inches high and is an aid to the man that smokes. Placed beside the chair the cigar ashes are snipped into a removable bowl for emptying. A slot on one side holds securely a box of matches. Another article of utility that's always a winner, is a Colonial brass candlestick, fourteen inches high. This is a very neat little affair that is gaining friends and then holding them. The third article in brass being exploited, is a waste-paper receptacle. It does away with the basket of willow, inasmuch as it is fire-proof, not costly, and if the careless handler of lighted matches

happens to throw one in the mass of scrap paper, the latter burns and the metal holder saves probable disaster. Considerable popularity has already come to this novelty.

Candelabras have always been in favor in refined homes and always fill the bill beautifully as a mantle ornament. In the days of the original Colonial Dames they were among the chosen articles for wedding gifts, and the elite always paid tribute to them, the most exclusive things that aided in beautifying a parlor.



A VERY CLEVER BRASS WASTE PAPER BASKET
A. H. NOTMAN & CO.

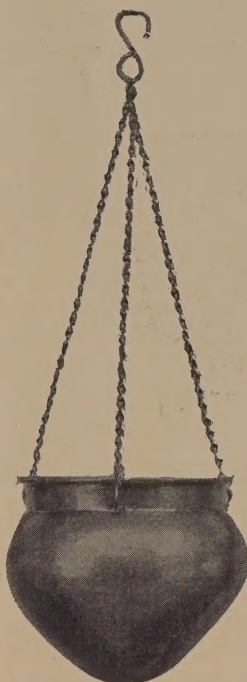


A cut of an attractive style candelabra is presented herewith and will surely be appreciated. In design it is unique and all indications of vulgar, or over-ornamentation, are eliminated. In height it stands 14 inches; width, 12 inches; the smaller of three sizes is, height, 9 inches, width, 6 inches. They are



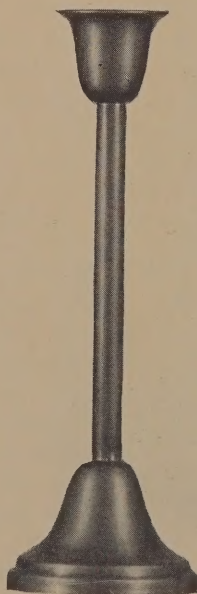
made by B. Weiner, 647 Broadway, manufacturer of hammered brass and copper ware. This concern also contributes two other cuts—one each of a jardiniere and book rack. The former is but one of a number of styles that are out for the consideration of buyers, and is a fair example of the general line. The height is 8 inches, diameter of opening the same. Book racks in art metal are always “classy.” The decoration will be appreciated by connoisseurs in metal goods. A varied assortment of brass and copper goods for all departments of the home are being shown by this house.

Originality in design counts mightily in the presentation of goods to any trade. An article of merit and usefulness is the product of the Turchin Company, manufacturers of art specialties in spun and hammered brass and copper, and they originated it quite recently. Reference is made to a spun brass hanging



basket that has won the indorsement of the trade and is a first class seller wherever shown. It is 18 inches long from top of chain to bottom of basket and is popular because neat and plain. The department stores have found it to be among their very best sellers and it has met with favor in Canada and Honolulu. It is sold in dozen lots. A cut herewith shows it up well.

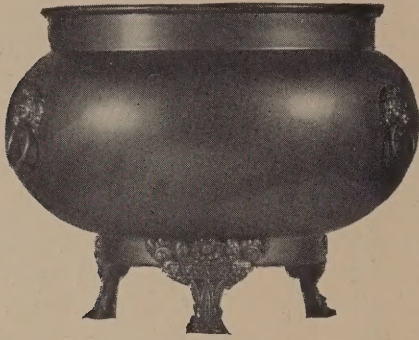
Another of the Turchin ideas is a brass candlestick, which reaches a height of 12 inches. It is of Colonial design and the makers believe it to be the stick of the times. Its popularity is widespread for all uses where candlesticks play a part, either in households or churches. There is nothing gaudy or fancy about it—just a candlestick whose refinement is to be reckoned with its plainness. It is sold in gross lots.



Then come the pretty fern dishes of brass—type of useful plant holders so dear to the hearts of women, and which have of late been working their way into the feminine fancy with steady and rapid strides. The house of Turchin makes a specialty of these goods and has them in stock in quantities, shapes and styles, well calculated to meet the demand of the most exacting buyers. The cut shows one of the original designs. It has been a pronounced success from the start and one department store here has a record for having sold

\$1,800 worth within a given period, four sizes being represented. Many of the larger houses at various points have since ordered samples.

It is our privilege, also, to present cuts of a stunning line of brass goods, the products of William Durst, Inc., 4-12 Water Street, Brooklyn, N. Y., for 35 years manufacturers of artistic brass and copper goods, which include umbrella stands, candlesticks, jardinières, smoking sets, desk sets, fern dishes, etc., all of which are



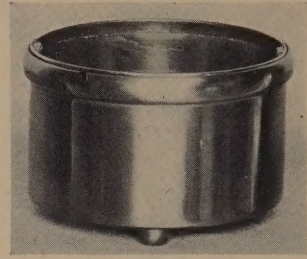
ARTISTICALLY DECORATED JARDINIÈRE OF UNIQUE SHAPE ❧ ❧ ❧ ❧ THE TURCHIN CO.

on exhibition at the large establishment of the Gould Measurer Co., this city. An idea of the resourcefulness of the Durst plant is gained by a study of the wares shown on these pages. A brass candlestick of antique design has bunches of grapes as a decoration. Note the odd shape of the handle and snuffer and the artistic curves of the etched shade—altogether a successful



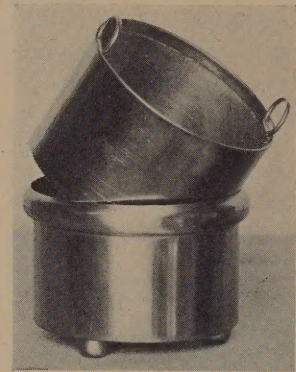
BRASS CANDLESTICK, WITH GRAPE-CLUSTER DECORATION AND ETCHED CHIMNEY ❧ WM. DURST, INC.

production. A fern dish is shown in two cuts, the purpose being to illustrate the inner receptacle which holds the plant and soil. The



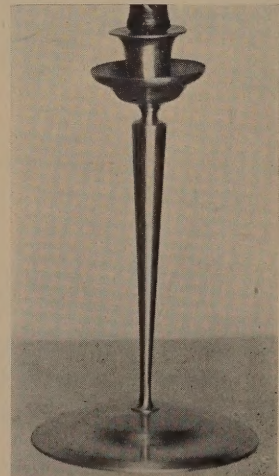
CUT SHOWING FERN DISH WITH INSIDE SOIL-POT INSERTED ❧ ❧ ❧ WM. DURST, INC.

Colonial candlestick, plain and unpretentious, is a style a little different from similar goods made elsewhere, and is in all respects a beauty.



CUT SHOWING SOIL-POT RAISED FROM THE DISH ❧ ❧ ❧ ❧ ❧ ❧ WM. DURST, INC.

This concern makes a specialty of brass railings for all commercial purposes in every style and variety of design, and can equip stores, offices, etc., at short notice.



A VERY NEAT, PLAIN AND DIGNIFIED BRASS CANDLESTICK OF COLONIAL DESIGN ❧ WM. DURST, INC.



ENGRAVED GLASS ICE CREAM DISH AND SERVERS, WITH ROSE AND CARNATION DECORATION; FROM THE OLD THERESIENHAL FACTORIES GRAHAM AND ZENGER

THERESIENHAL ARTISTIC GLASSWARE

SOME new high-grade sets that have caught on—the products of an ancient Bavarian manufactory.

There is something about glassware that captivates the fancy of every person that has even the smallest suspicion of an appreciation of the beautiful, as contained in manufactured articles of the class that are made for decorative, or ornamental purposes.

This is proven by the fact that if an individual is not in a position financially to cater to the desire to purchase an article of real cut glass, then the next best thing occurring is to lean to the other kind that, while not in any sense as good by comparison, still has the sparkle and brilliancy that has always placed glassware in a field by itself, as the most beautiful of all products to look upon, with the possible exception of a cut diamond, which, after all, comes very near being a member of the same family, if only a distant cousin.

This thought brings to mind the fact that the fall trade has opened in a most satisfactory way, and the glassware fraternity has a decidedly fetching array of desirable goods to show buyers and they include lines notable for the decorative quality that so earnestly appeals to those who appreciate honest effort in art.

It is always a privilege to present to our readers the newest creations that the trade produces, particularly when a demand has been created for them by buyers who are quick to appreciate their artistic worth and beauty. We are strongly impressed with the richness and simplicity of two sets of glassware made for widely different uses by the Theresienhal Glass Works, the oldest in Bavaria, we are told, for the American trade. These products are handled here by Messrs Graham and Zenger, selling agents, 38 Murray Street. Reference is made first to a set for serving ice cream. It is made of glass richly carved on the under side by a machine guided by the hands of a skilled artisan. The design chosen is the ever-popular chrysanthemum and carnation quite appropriate to the fall season and the great charm and beauty lies in the simplicity that characterizes it. The set comprises a receptacle for ice cream and neatly shaped servers, each with two handles. The photographic reproduction presented with this description, gives an idea of the set, and we are convinced that lovers of the beautiful in glassware will indorse the opinion expressed in its favor.

The other line sold by this firm consists of table services. The decorations are in gold and



DAINTILY CONCEIVED "PRINCETON" PATTERN IN GLASSWARE, WITH DELICATE "TIGER LILY" DECORATION
ORIGINATED ABROAD MEAKIN & RIDGWAY

enamel on the light artistic order; their shapes are reproduced from photographs that may be seen in the firm's advertisement appearing in this number. Three years ago the old Theresienthal Glass Works began making goods for the American trade, and there has been a large growing demand for them ever since, persons of artistic temperaments readily appreciating their beauty. Messrs Graham and Zenger purpose carrying a full stock of these services on account of the success that has crowned their efforts, as the selling agents. It may be added, in conclusion, that many of the skilled workmen whose talent has evolved these dignified articles in glass, are among the oldest and most favorably known in the industry, as conducted in Germany.

Meakin & Ridgway, 43 West Fourth Street, contribute a cut and description of a line of glassware, the decoration on which is known as the "Princeton" pattern. It is the very newest design produced by the celebrated firm of Thomas Webb

& Corbett, Ltd., Stourbridge, England. The "Tiger Lily" has been used in a conventionalized form making one of the most artistic decorations ever shown on this market. The lines are clean cut and have a most pleasing effect; the graceful shapes of the ware lending themselves to this style of decoration most effectively. This design has been registered in England, and in all the countries of the Continent, and has been patented in the United States of America. Meakin & Ridgway have seen fit to take this method of protecting their patterns owing to the extensive manner in which they have been copied and reproduced on cheaper lines of both imported and domestic make. The general line of glassware shown by Meakin & Ridgway, as the representatives of Thomas Webb & Corbett, Ltd., is among the finest shown in America. Their lines of vases, baskets, comports, etc., are exceptional in shape and decoration, and their stemware lines have long been recognized as the very finest examples of rock crystal produced anywhere.

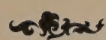
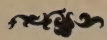
GLIMPSSES OF GLASS HOUSES

THIS month has been notable for the number of glass plants that have resumed operations after the period of stagnation. The slogan is good cheer all along the line, not alone among the heads of concerns, but the scores of operatives who have been working on half time, short hour reductions, or not working at all, by reason of shut downs. The revival is not of the spasmodic sort, but the reopenings are of the kind born of confidence in the prolongation of the good times long ago promised and now here, as most business men seem to believe.

It is a fact, as well, that in starting up the

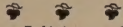
fires many of the producers have already brought out some new and fetching designs in their wares, that not only compare favorably with anything heretofore evolved, but in many instances are of much superior design and decoration. These are being exploited at the city agencies and on the road, with encouraging success, the representatives say.

Reports have been received from various sources telling of negotiations that are going on between boards of trade and prospective companies that purpose locating for manufacturing purposes. In one or two instances deals have been closed and contracts awarded



for the construction of plants, all of which means added prosperity for the lucky towns and contentment for the operatives.

A case or two of court disturbances in the way of requests for receivers of companies who were victims of financial troubles, have also occurred, but these affairs are so inconsequential as compared with the more cheerful aspect, as referred to above, that they hardly count or stand as stumbling blocks in the pathway of progression.



Toledo, O.—The Libbey Glass Works, after its regular summer shut down, has resumed operations with a force of about 1,300 men. The officials are optimistic in their expressions of opinion and say that prevailing conditions show a gradual but steady improvement.



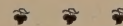
Bridgeton, N. J.—A Mrs. Sarah Allen, of Bridgeton, made application to the Court of Chancery for the appointment of a receiver for the Cumberland Glass Manufacturing Company, of Bridgeton, alleging mismanagement for several years back, when it gained a controlling interest in the large South Jersey Glass plants of the George Jonas Glass Company and the More-Jonas Company. Mrs. Allen places the liabilities at \$2,018,500, which include several accounts among which are wages and stock. The assets of the concern are said to be \$698,000. Mrs. Allen is the widow of William H. Allen, who was associated with the More-Jonas Glass Company, and it is said she holds \$25,000 worth of bonds, which came to her from his estate.



Port Allegheny, N. Y.—Word has been received of the starting of a new cut glass works at this place. The information does not include details, nor the names of the parties interested.

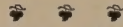


Alexandria, Va.—The four glass plants have started operations for the fall, after the summer shut down. All of the factories have undergone extensive repairs and some of them have augmented their working forces. The plant of the Virginia Glass Company, which was recently purchased by another company, is being improved.



Pittsburg.—Daniel C. Ripley, president of the United States Glass Company, has resigned, after being at the head since the organization in 1891. The determination of Mr. Ripley to resign had been known for some time, consequently it did not come as a surprise. Rumor says that a general reorganiza-

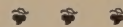
tion is contemplated. The resignation of Mr. Ripley was acted on at the annual meeting, when the following officers were elected: J. A. Knox, assistant secretary of the Fidelity Title & Trust Company, representing the McKelvey estate in the company, was elected president to succeed D. C. Ripley; R. J. Stoney, also of the trust company, was elected vice-president to succeed H. D. W. English, and Ernest Nickel was elected secretary-treasurer. Department managers, W. M. Anderson, Marion G. Bryte and Ernest Nickel were re-elected.



Owego, N. Y.—A cut glass factory is to be established here, in part of a building formerly used by another industry. T. S. Millard and Paul Huber, both referred to as expert glass cutters, will establish the plant, the machinery having been purchased from M. Spiegel, of Elmira, who has closed his plant; both Millard and Huber were employees of Spiegel. Part of the machinery has already been transferred.



Toledo, O.—Announcement is made that Toledo is to be the home of another industry connected with the glass trade. A new concern called the Buckeye Clay Pot Company was organized with a capital of \$100,000 and is backed financially by S. O. Richardson, Jr., M. J. Owens and others heavily interested in the glass business in this city. The company will make pots, tanks, blocks and all sorts of refractory supplies for glass factories from a secret formula discovered by W. Brownlee and A. Zopfi, who are connected with the Libby Glass works. It is said that these two discoveries have finally succeeded in evolving something that has long been wanted in the glass making business. The new plant will employ 500.



Winchenden, Mass.—The Chapman Manufacturing Co., of Boston, manufacturers of stained glass windows, fancy glass shades and glass articles, is to locate here. L. S. Alger, a member of the firm, has been in town, and with members of the board of trade looked at the unoccupied factories in hopes of locating.



Wheeling, W. Va.—The Fostoria Glass Company has entered into the manufacture of a new line of high-class table ware, and novelties on an extensive scale. This new line of ware is to be mostly decorated so as to be a good imitation of silver while some of it will be of a gold finish. There are said to be only two plants in the United States, at present, engaged in the manufacture of ware similar to the line the Fostoria proposes to turn out,

most all of it that is used in this country being imported, coming principally from Austria, France and Belgium. The line of decorated ware that the Fostoria and other plants of the country have been turning out for some years past, has had its day. The demand for it is falling off, hence the Fostoria's determination to put out a new and much finer line. The company has been making preparation at its local plant for some time for the manufacture of this new line of decorated ware.



Jeannette, Pa.—The gloom incident to the prolonged business depression has apparently been dispelled in this town, as word comes from the McKee-Jeannette Glass Works that business of late has been quite good and they are getting a third furnace ready, which will increase their production considerably.



Newark, O.—Something new and very classy is being made by A. H. Heisey & Co., Inc., of Newark, O. The Heiseys are manufacturers of Diamond Glassware, as well as the celebrated Diamond "H," each familiarized by the diamond H trade mark, and the new things that have very recently been sent out for exhibition on the sales tables, are colonial ideas in new shapes and patterns. The first of these is in the way of flower vases of various sizes, and the second a choice line of stemware. There is nothing giddy or gaudy about these two lines; in fact they are of the plain kind that appeal to quiet refined tastes. And, best of all, the assurance was given that they have caught on, as was expected they would, and dealers are ordering right along.

Auburn, N. Y.—Sheriff Collins of Wayne County has levied upon the plant of the Arcadian Glass Company, of Newark, to satisfy a judgment of \$363.21 damages and \$17.52 costs recovered in the Supreme Court of Erie County by the H. C. Frey Glass Company. The property will be sold at the Court House in Lyons on October 3.



Mason City, Va.—Experts in the glass line have examined sand found in the gravel pit on the Milligan farm near here, owned by George Gabler, and a bonifide offer of \$300 per acre has been made for the property of 100 acres. The acceptance of this offer, it is said, will undoubtedly be followed by the erection of large glass works.



Milville, N. J.—The Whitall, Tatum Company is installing an automatic bottle blowing machine in the old North American Window Glass plant, and will operate it the coming blast. It is one of the latest improved labor-saving devices. The machine will do the work of five skilled workmen and ten boys.



Bellaire, Ohio.—The Bellaire Tumbler Company, headed by Howell E. Turner and other practical glass men of Bellaire, has been incorporated at Columbus. The capital stock is \$20,000. This company will lease the old Century glass plant and manufacture a special line of tumblers.



Lancaster, Ohio.—The Frink Pyrometer Co., which has long been located at Columbus, Ohio, has established a new factory and offices in this city, to where all communications should be directed.

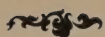
PENCILINGS OF POTTERIES

WHATEVER doubt may have existed in the pottery industry throughout the country as to the probable outcome of trade resumption, has been dispelled by a sudden boom that makes the outlook almost certain for good business. Many of the concerns that have been in the dumps for several months, sent salesmen on the road to drum up trade and they found most dealers not only in a receptive mood, but ready and willing to look over samples and award orders. These orders have not been very large, except in cases of department stores, and they have been unexpectedly so.

The great potteries at Trenton, N. J., are feeling the warm pulsation of revival and all have resumed. The consensus of opinion there

is, that the rush will come suddenly and that the plants will be rushed to their capacity to meet the demand. This prediction seems justified because when the business slump began to get in its dire work, some of the potteries unhitched from the Metropolitan agencies and shipped direct from the factories, and that has resulted in keeping a limited stock only on hand.

The best news now heard from the industry is the reopening of factories all over, that have been idle several months. The wage and other differences that have been agitated by the United States Potters' Association and the Brotherhood of Operative Potters, are adjusted and a two years' agreement signed. This nightmare has vanished from the foreground.



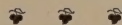
Reports from several points where potteries find favor, are to the effect that new companies are being incorporated, and at one point an individual has closed a deal through which a large plant is to be erected and will be in operation before snow flies. All this seems to imply confidence for future operations, as those interested are among the best known men in the industry.



Zanesville, O.—Authoritative information is given by the Board of Trade, that J. B. Owens, who formerly manufactured tile and pottery here, will erect a new pottery in this city, at a cost of \$60,000, which will employ 400 men. The deal was on for some time and the city made concessions that landed the industry.



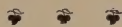
Trenton, N. J.—A contract for the erection of buildings recently destroyed by fire at the plant of the Imperial Porcelain Co. has been filed with the County Clerk. The cost will be about \$12,000.



Noah Bock, trading as the American Porcelain Works, has been restrained by acting Chancellor Walker from selling the product of his works, although no shut down was ordered by reason of the hardship it would entail on the men. The court's order is the result of an injunction having been served.

All the potteries in town are running on full time, as the result of a demand created by the traveling salesmen. The tariff, too, has had a quieting effect, and those who have been running indifferently are talking in an optimistic way of the future.

A recent court decision in New Jersey has been a good thing for the manufacturing potters of that district. They are now able to obtain their fuel coal cheaper, and as soft coal is mostly desired, the manufacturers will be able to save thousands of dollars annually on this one item.



Fond du Lac, Wis.—Commissioner Gilbreath of the Department of Agriculture, has arranged a fine exhibit from North Dakota, at the big fair being held here. In addition to the varied display, are being shown some fine specimens of pottery made from native clay.



Alfred, N. Y.—The Alfred Tile and Terra Cotta Works, the principal industry of the town, were destroyed by fire, entailing a loss of \$50,000, partly insured. It is said the plant will be rebuilt.

Macomb, Ill.—The good news is given out that the potteries of the Western Stoneware Co., which have been closed down for several months, have resumed operations with a full force of men.



New York.—Fancy earthenware money boxes are dutiable property at the rate of 60 per cent., according to a decision made by the board of United States general appraisers. The case before the customs tribunal was that of Lazarus, Rosenfeld & Lehmann. When the boxes reached this port, the customs authorities decided that they fell within the provision for "decorated earthenware," duty being accordingly imposed at the rate of 60 per cent.



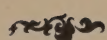
East Liverpool, O.—The trouble that has existed between the National Brotherhood of Operative Potters and the United States Potters' Association, over wage conditions, was satisfactorily adjusted at a meeting held here, by a two years' agreement being signed. The present scale of wages expires October 1.

Reports circulated here to the effect that a new electric porcelain plant will be erected at Newell, just east of the Homer Laughlin potteries, of which John W. Boch, the well known expert on ceramics, will be at the head, is generally believed to be a Westinghouse interest. Mr. Boch is well known among the electric porcelain manufacturers of the Trenton, N. J., district, having spent many years there.

The incorporation of the Sebring (O.) Art Stone Company with a capital stock of \$5,000 by Edward Barrett and others is a plan to utilize the waste products of the potteries of the Sebring districts. It is planned to manufacture head-stones for graveyards, building blocks and almost everything of the block nature that can be made from the waste from the potteries, and of which there is no end.

The annual meeting of the Globe Pottery Company resulted in the election of N. A. Frederick president and Clarence A. Bauman secretary-treasurer and general manager. The election of Mr. Bauman as the general manager of this plant gives some of the youngest men of the district control of a steadily increasing business, while Mr. Frederick has practically turned over the affairs of the plant to Mr. Bauman and other younger heads.

The Potters' Co-Operative Co., of this city, has arranged to place a new dinner shape on the market before January 1st, which will be known as "The Lincoln," and it will be the only shape in the country known by that name.



At the annual meeting of the Homer Laughlin China Co., which operates plants in this city and Newell, W. Va., the following board of directors was elected: Edward L. Carson, Marcus Aaron, Julius Goetz, William Erlanger, W. Edward Wells, George W. Clark, Charles I. and L. I. Aaron. The board organized by the election of these officers: President, L. I. Aaron; vice presidents, George W. Clark and Charles L. Aaron; secretary-treasurer, W. Edward Wells.

Beaver Falls, Pa.—The manufacturing of ware in the city department of the Mayer Bros. Pottery has resumed after a brief summer holiday. This company is making a specialty of vitreous-porcelain underglaze hotel ware, which is a new pottery production for the western pottery center. Business with the firm is excellent, and the plant is being operated to capacity and on full time.

Findlay, Ill.—The Findlay Clay Pot Co. is enjoying a business boom, in view of which it has added a new storehouse, and another almost as large has been planned. A system of improvement has been going on at this plant which places it in a position to conduct the large business that is now offered.

Oakland, Cal.—The Winsor pottery works, the plant of which has been sold for \$25,059.95, in satisfaction of a promissory note and deed of trust for \$13,000 given the Market Street bank in 1906, has begun suit in the superior court to set aside the sale. The note with interest and other expenses now calls for the

payment of \$24,000. Ira M. Cobe, who purchased the assets of the Market Street bank, ordered the sale, and the works were sold to J. H. Mooser, who was the highest bidder. It is declared they are worth upward of \$70,000. The original Winsor pottery works' owners assert the sale was illegal because the vote itself was given by Winsor's California pottery and terra cotta works after the charter of that corporation had been forfeited for non-payment of license tax. A charge of fraud has been made.

Grafton, W. Va.—Plans for the formation of a company with a capital stock of \$50,000 for the erection of a specialty pottery are progressing rapidly, and much of the stock has been subscribed. W. Robert Williams is at the head of the new company, and a charter will be applied for soon. Contracts for machinery will be sent to East Liverpool firms. It is said that the purpose of this new plant will be to develop the valuable strata of potters' clay found in Taylor County, tests of which have shown it to be best obtainable.

Canal Dover, O.—Yellow ware or Rockingham is expected to be the production of a new pottery that is to be built in this vicinity, where new deposits of clay have been found.

Newell, W. Va.—Because of the increasing business of the Homer Laughlin China Company, additional clay working machinery has had to be installed in the clay shops. It is related that this firm is working its 64 kilns to a larger capacity than ever.

GREETINGS TO A COMPETITOR

The publication stork in its circuitous flight, has visited Toronto, Canada, and left at 79 Adelaide Street, a new bouncing youngster that is already crying vociferously for something to appease its hunger. The name of the most recent arrival in the competitive field is Pottery, Glass and FANCY GOODS, and, as its name implies, it has chosen the glassware and pottery field in which to caper and garner the gold. The name seems to closely follow our own publication, but what's the difference, hasn't it often come to pass that the choicest creations of the trade we both represent, have been imitated by goods of lesser importance and each finds its champions? The Lester Publishing Co., of which Mark Lester is manager, is the sponsor, and in extending greetings we wish it prosperity and long life.

INTERNATIONAL CONGRESS FOR APPLIED CHEMISTRY

Among the resolutions adopted at the recent London Congress for Applied Chemistry, were two of special moment to the ceramic and glass industries.

One of them expressed the wish that the different governments would appoint a Commission which, in co-operation with representatives of the various branches of ceramic industry, and among other objects, would organize experiments, with a view to promoting the use of materials free from lead and limiting the use of materials containing lead.

Another resolution advocated the appointment of an international committee for the adoption of uniform measures for dealing with the noxious gases and smoke escaping from factories; needful control to be exercised by special expert inspectors.



CHILDREN'S TEA SET OF ORIGINAL DESIGN AND REFINED DECORATION THE VODREY POTTERY CO., E. LIVERPOOL, O.

TEA SET FOR CHILDREN

THERE isn't a fond mother in the land who does not just fairly boil over with pride when she can do something nice for her children, especially if it is in the way of making them a present. There are so many things that bring happiness to the hearts of the little ones—not mentioning the clumsy rag doll that seems to be a popular favorite everywhere—that it often sets a mother's brain whirling to arrive at a conclusion as to what to buy which would afford the greatest amount of pleasure.

Some careful thinker identified with the pottery industry, who undoubtedly was a father, conceived the idea of making toy tea sets for children, and the result was that they became a reality and have continued in favor ever since. From the little toy sets, that were really "toys" and could be used only as adjuncts to the playroom, grew the thought that toy sets might also be made for use at the table by children, and so they are now in vogue.

You will note that a very fine photographic reproduction of a children's toy tea set accompanies this story, and it illustrates, faithfully,

how very beautiful it is. The shapely proportions of each piece are well worth careful study by lovers of things artistic in the realm of chinaware; also the graceful curves and decoration, which, in a marked degree, displays refinement and good taste.

This tea set is not a toy in the full acceptance of the definition, but is of the style made large enough to be used by children at table, thereby rising to the dignity of a set that lays claim to being something more than a mere plaything. It is peculiarly appropriate for use at children's birthday parties, and in such service meets with immediate favor.

Under the name "Toy Tea Set," this lively looking collection is made and sold by the Vodrey Pottery Co., of East Liverpool, Ohio, and is classed as a "special," because very few pottery manufacturers in this country make it. A suggestion has been made that the product would make a tremendous hit as a seller for the holidays, all of which is true, as judicious buyers have swooped down on it with such a degree of appreciative force that the makers are practically sold up on it for the remainder of this year.

Price-cutting means wage-cutting, and profit-cutting, and cost-cutting; so that the wage-earner, the capitalist and the supply house whence the materials are drawn must all suffer. No one in the trade benefits. The only advantage is given to the customer.

"It is a pleasure to deal with a man who acknowledges that he don't know it all and will take advice in the spirit in which it is offered.

The trouble with most of the 'ginks' who think they are wise is that their egotism forms cobwebs on their brains and an honest suggestion won't soak in."

Keep close to your customers' needs and *see that they get what they pay for*. If they don't want to pay enough, you don't want their trade. That is, if you are in business to make money.

HINTS FOR RETAIL ADVERTISERS

PRACTICAL TALKS ON VARIOUS METHODS OF DOING LOCAL ADVERTISING AND PLANNING SALES WITH EXAMPLES BY WAY OF ILLUSTRATION

THE main thing for retail advertisers to remember, when the subject of advertising comes up, is to nail this down as a hard and fast working principle—to make local advertising pay is not an easy task.

That looks like an irrelevant and nonsensical statement, but it is not half so nonsensical as is the usual reply of the average merchant, when the local newspaper sends around for copy—"Oh, anything will do. Run the last ad."

The point is here, Mr. Merchant: If you want your advertising to produce results, and sell your goods, you must give to your advertising the same intelligent, careful thought you give to buying goods and hiring help. If you cannot give your advertising such care and thought, either hire an advertising manager, or cut out your advertising. We believe poor advertising does more harm than good, for people judge a store by its appearance in type—in a word, by the character of its advertising announcements—just as they judge it by the goods displayed in stock.

Furthermore, as the retailer of pottery and glass carries luxuries in stock, such as cut glass, art pottery, bric-a-brac, and other expensive goods, it is of the utmost importance that he run advertisements, which, in typography, in the use of high-grade illustrations and suitable text, do justice to the high class goods he carries, and suggest by appearances alone that his store is thoroughly up-to-date. If his advertising is poor in quality, people will immediately get the idea he runs a "cheap" store.

The next thing to bear in mind is that precedent to all advertising is the sales plan. The retail merchant, who is indifferent to what goes into his newspaper advertisements, and does not care how the printer sets them up, is never a really successful merchant. If he were, he would be thinking up new sales ideas all the time, and as he can only make his bargains known to the public by means of printed advertisements of some sort, in newspapers, circulars, etc., he would always have something to say to the public and would therefore be very particular about *what* went into his advertisements and *how* the printer handled them.

This being quite obviously true, then we are justified in saying the sales plan is precedent to good advertising, and that only successful

merchants are good advertisers. It might pay some of us to ask ourselves, are we successful merchants, judging from the advertising we do?

Nearly all retailers of pottery and glass use small space—that is, space seldom more than



Glass Berry Set

Glass berry dishes, 8-in. bowl, and six saucers, cut glass pattern, 75c set.

Glass Berry Set, as above, 7-in. bowl and six saucers, 60c set.

Glass Berry Set, 8-in. bowl and six saucers, wide colonial flute, as shown in cut, \$1.00 set.

Glass Berry Set, 7-in. bowl and six saucers, narrow colonial flute, 75c set.

Emerson's
39 & 41 MERRIMACK ST.
NEW STORE

FIGURE 1

two columns wide, five or six inches deep. The average advertisement is five inches deep, single column.

Figure 1 is an example of this class of advertising. This advertiser is very competent indeed. He has not tried to advertise his whole stock. He has picked out one seasonable item—a glass berry set—and illustrated it. The cut is poor, but this is not so much his fault as his misfortune, as most of the cuts used by Emerson's are good, and good cut glass cuts are hard to obtain.

The use of a good signature cut is wise advertising practice, as the signature comes to have a trade-mark value, and renders it easy for people to pick out the advertiser's announcement from day to day.

The text of this ad is also good. The cut and display head tell the subject matter of the announcement at a glance, the text describes four definite and distinct bargain offerings, giving details as to size of bowls and saucers. The prices quoted are attractive enough to bring in the people, and the rest is up to the advertiser's sales people.

Figure 2 was a seven inch, two column advertisement. The cut is excellent, the typographical display and use of white space are both admirable, but the text might have been greatly strengthened. The text is too stiff and formal to produce a very large number of direct

returns. This ad is too much like a bank advertisement. The fact that "Libbey's rich cut glass still leads," and that "a glance over our large selection will convince you Libbey excels in beauty" is not calculated to make people

ing for the buffet, or china closet that will help out the regular dinner set in a way that any woman who 'entertains' will appreciate," suggests a need for the articles that will captivate the fancy of many women.

Then comes the description of the set as containing "fifteen pieces of finest Saxony china, with lovely decorations that are self-evident hand painting, applied with consummate skill," to which attraction is added the enumeration of the fifteen articles with valuations, totalling \$15.98, on which "our special price for entire set until 60 sets are sold" is \$5.00—implying that the store can only afford to sell sixty sets at the price, but more important, forcing customers to come to the store early, in order to get one of the extraordinary bargains. A good advertisement always winds up in a manner to impel immediate response.

Libbey's

Rich Cut Glass Still Leads



A

GLANCE OVER OUR LARGE SELECTION WILL CONVINCE YOU LIBBEY EXCELS IN BEAUTY.

From

THE MANY LINES WE CARRY WEDDING GIFTS CAN EASILY BE SELECTED AT MODERATE PRICES.

New Lines

IN BRASS, CHINA, VENETIAN, ROCK CRYSTAL, AMPHORA, BRONZES AND ODD PIECES.

Bracy Bros. Hardware Co.

Both Phones 454 510-512 Main St.

FIGURE 2

rush in to buy. "A" is known to every school child as the "indefinite article." Why make a feature of it, since it lacks meaning and special emphasis. "A glance" would have been better, though equally ineffective.

As a matter of fact, we would have said: "Libbey's RICH CUT GLASS For Wedding Gifts is a suggestion you will appreciate. Come in and look over our large assortment of beautiful cut glass wares. You are sure to find an appropriate gift, creditable to you and pleasing to the recipient, at a very moderate price. This Handsome Vase, A Bargain At \$12.98, is a very special offering for this week only. Next week this same vase will be priced again at \$15.00. Come and get one before it is too late. We are also showing new lines in brass, china, etc."

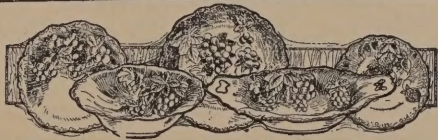
Note the selling talk in Figure 3. This was a four inch, two column ad, clipped from a full page newspaper advertisement, and while fully as attractive as Figure 2 in appearance, it has many times its pulling power. The illustration is pleasing, and the description of the "Auxiliary China Sets" as being "something charm-

Figure 4 illustrates a splendid sales idea, the setting apart of one day in each week for announcing special bargains. The big stores do this in a great many cities, and small dealers will find it wise to do the same thing.

The "Monday special" was a ten inch, two column advertisement. It is very good indeed, down to the price. We have no doubt the advertiser felt much better after getting the "poem" off his mind, but he ought to have considered the feelings of the long suffering public. Selling talk of the prosaic kind would have been far more effective, to say nothing of being more grammatical.

Outside of this criticism, the advertisement furnishes a good model to follow, speaking from the typographical point of view. Not only should the advertiser advertise his bargains, however, but he should also have bargains on his tables he does not advertise, and have these bargains there all the time.

The effect of doing this is to teach his customers that whether he is advertising "specials"



AUXILIARY CHINA SETS

SOMETHING charming for the buffet or the china closet that will help out the regular dinner set in a way that any woman who 'entertains' will appreciate. Fifteen pieces finest Saxony China, with lovely decorations that are self-evident hand-painting applied with consummate skill.

6 Cake or Ice Cream Plates, worth 48c.....	\$2.88
6 Fruit or Salad Plates, worth 75c.....	4.50
1 Cake Dish, worth.....	1.25
1 Berry or Salad Bowl, worth.....	1.48
1 Fruit or Ice Cream Dish, worth.....	2.37
Total value of fifteen pieces.....	\$12.98
OUR SPECIAL PRICE FOR ENTIRE SET UNTIL 60 SETS ARE SOLD.....	\$5.00

(Kaufmann's—Basement.)

FIGURE 3

or not, they can always count on finding something good on display in his store, besides which, when he does advertise a "Monday special" people will argue that his bargains as advertised must be of exceptional value.

There is one thing more to add. Never advertise what you cannot deliver, and be sure all your clerks know what you are advertising, on what counter it is being sold, and the price. This is necessary to guard against loss of public confidence. If people come in the store and ask to see the "Noon-day Dinner Set" you are advertising, and the clerks reply, "We don't keep them, madam," the effect is just as demoralizing to your trade as though you made misrepresentations in your advertisements. Keep your word, if it breaks you, is the only safe rule to follow.

PERSONAL

J. H. Venon, the china importer, of 45 West Fourth Street, is back from his European trip, and has got some exclusive goods to offer.

Harry S. Maddock, of Thomas Maddock's Son's Co., importers, has returned from England, where he spent several weeks with his son.

W. Bentley Jones, of Steubenville, O., for 10 years superintendent of the decorating department of the Steubenville Pottery, has resigned and will enter the color business.

Alex McBane, president of the East Liverpool Sagger Co., has been named as the director of public safety, under the new municipal code, by Mayor S. W. Crawford.

President Guy E. Crooks, of the Crooksville, O., China Company, has been in East Liverpool obtaining the latest ideas in decorations, to be applied to a new line of goods.

E. Torlotting, agent for the St. Louis Crystal Glass Co., at 25 West Broadway, has returned from a trip abroad, and discovered some new things in the factories at Lorraine, Germany.

A. E. Gray, an experienced man in clay matters, is on the road doing field work in the interests of Pittsburg Clay Pot Co. He purposes doing big campaign work among manufacturers.

James Donahue, well known in the trade as buyer for the Van Dyke Furniture Co., of Pater-son, N. J., has tendered his resignation. His future plans have not been learned, but rumor says he may go West and try a new field.

W. Bentley Jones, who has been the efficient and popular head of the decorating department of the Steubenville Pottery for the past ten years, has resigned to enter a color agency firm and act as salesman among potteries and glass works.

George R. Thieme, cashier of the Western Stoneware Co., Monmouth, Ill., has resigned and will make his future home in the far Northwest. He may engage in business with George E. Patton, who resigned as superintendent of the same company several weeks ago.

A. Gredelue, of 43 West Fourth Street, sole agent for Baccarat glassware, returned from France, September 11th on the liner La Savoie. He visited Paris and the factories at Baccarat, and has some stunning high-grade, moderate priced goods for judicious buyers. Mr. Grede-lue will start on the road the latter part of this month and cover the principal cities of the country.

Monday Special



45 Piece Noon Time Dinner Set

6 Plates; 6 Lunch Plates; 6 Cups; 6 Saucers; 6
Fruit Saucers; 6 French Oat Meals; 6 Individual
Butters; 2 Jelly Trays; 1 Meat Platter.

\$3.99 \$3.99 \$3.99

When you down to dinner set,
How much better will your dinner set;
If the table is set with this dinner set,
At this price (\$3.99) cheaper than ever was yet.

Daintily Decorated in Violet and Gold.

Good Quality and a Real Bargain

Monday, August 16th, 1909

TAMPA HARDWARE COMPANY

F. O. KNIGHT, President. W. C. THOMAS, Gen'l Manager
W. DETWILER, Asst. Gen'l Mgr. J. L. GILMORE, Secretary
Wholesale Department, 708 Ashley Street
Retail Department, "A" 801-83 Franklin St., A. J. Meador, Mgr.
Retail Department, "B" 1512 Seventh Ave., Ybor City
Fred M. Thrower, Mgr.
Retail Department, "C" 152 Howard Ave., West Tampa
W. P. (Billie) Clark, Mgr.
CLYDE GLENN, Advertising Manager

GATHERED IN GOTHAM

REGARDLESS of what may be going on "along the line," in connection with which may be mentioned occasional outings that have been enjoyed by certain shining lights in the pottery and glass industry, there is one thing that is apparent almost everywhere one's footsteps lead, and that is the energy the traveling men are putting into the work of packing samples into the big trunks, preparatory to going out once more over the beaten path in quest of sales. It looks as though something big would be doing before the trying times of election roll around. The anticipation is that all over the country the merchants, with stocks run down, will give freely of orders that will help push along the business revival about which we hear so much.

Both importers and home manufacturers agree that the influx of buyers has not begun in dead earnest, for they had hoped that when summer waned and the cry from everywhere of better times ahead was heard, that the buyers would assemble in town with one common consent, but this is not so. No discouragement, however, results from prevailing conditions, for it seems to be the general opinion that not until October will trade broaden and the wheels of commerce begin to move as though lubricated.

There is no question whatever as to the lines displayed by manufacturers and selling agents being of a superior and more varied character than has ushered in the fall campaigns in many a year, and added to this it may be stated that quite a gist of new things, in quality superior to products of bygone seasons, are to be found, and it remains only for buyers to nose them out and secure what they wish to lure the purchasers to their stores. It may be that buyers who read "Gathered in Gotham," may find the tip that will put them on the right road to where these desirable articles may be seen and bought.

It is an old saying that "something has to do with everything," and that may be applied right here. The big Hudson-Fulton celebration will occupy the minds of the people for a few days and incidentally cripple trade, temporarily. An expression of opinion was, that so many persons had become possessed of the spirit that business had become a matter of minor consideration. At any rate the big show will bring people from remote parts into Manhattan, and they will be of the kind that will have money to spend. This will add to the local prosperity. After all it may be another illustration of "the ill wind," etc., and the dilatory buyers may be

among those who are holding back and will reach here in time to hear the boom of the big guns that will start the show moving. Who knows?



Fred Skelton, the energetic champion of the Jefferson Glass Company products, emphasizes the fact that he has a very strong line of Chippendale ware in both new designs and ideas. The show room at 32 Park Place fairly glitters with this snappy line.



Josiah Wedgwood & Son, Limited, agents for Thomas Webb & Sons, cut glass and rock crystal, and originators of the latter, opened a new "crystal palace" at 25 West Broadway, this month, which fairly sparkles with new and high-class lines. The mirror-covered show rooms are more than classy, each table and space being set off with a border of old gold.



Frank M. Miller, 25 West Broadway, representative of H. Northwood Co., Wheeling, W. Va., and the Monongah Glass Co., of Fairmont, points proudly to a very swell line of new Florentine and Pomona glass specialties. These are novelties for fair. The line throughout is of the dark hue style with a surface strongly suggestive of metal and bearing numerous colors, as viewed from different points. It includes large vases, espergnes, punch bowls and sets, jardinières, etc. There is a big run on these goods and it's strictly an instance of "the early bird catches the worm."

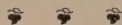


In connection with the Hudson-Fulton celebration many articles made for use as well as ornament are now on the wing. Notable among them are some colored sets of porcelain, plaques and tile panels, the latter bearing a reproduction of the "Half Moon" of Hendrick Hudson fame. These are up-to-date novelties that are, of course, going like hot cakes. C. J. Dierck, 8 Barclay Street, is handling them. This house is also showing fine lines of English bone china souvenirs, cut glass with sculptural designs and a general line from J. J. Niland & Co., Meriden, Conn.



It has been found that there are expansionists in the trade. In this connection Maddock & Miller, 53 Barclay Street, have expanded. Their show room on the ground floor has long been inadequate to business requirements, so they have established a mezzanine floor with a stairway approach, and double the amount of space

is the result. New lines just added is the explanation of the floor-space increase. One room is set apart for the exhibit of the Allerton line of English china, and one adjoining for the Hammersley English line. A still larger room is set apart for new French china. As everything is new, from the rooms themselves to the very samples, the mezzanine floor addition is certainly an attractive place.



A traveling man who is making good as a hustler, is T. J. Magrath, who, for the past three years, has been on the trail for Blakeman & Henderson, 25 West Broadway. Fourteen years ago he carried a Haviland assortment on the road and comes pretty near knowing the ins and outs of buyers. On his present trip he is carrying, in addition to the regular line of French china fancy goods and specialties, samples of bygone good articles, with the idea of affecting a clean up. This firm, by the way, declares that its stock never was so varied, or inviting as at the present time.



Along with his line of Inverted Globes and Electric Shades, the production of three European factories, R. J. Wylie, representing Goldman & Muscatt at 55 Park Place, is showing an exquisite line of cut glass electroliers in four sizes. The style is Colonial throughout, the shades being cut and embellished with flashed on ruby and green designs. The effect is "classy" and prices reasonable.



Tank glass tableware is what the William Dealing people at 25 West Broadway are talking about. It really is a novel and attractive proposition and buyers are enthusing over it.



Lazarus, Rosenfeld & Lehman have received from their own Victoria factory at Carlsbad, a consignment of dinnerware that entails new designs and shapes. It is a winner, Mr. Rosenfeld declares, and is admired wherever shown.



New ideas and designs are noted on the counters of several firms. A large assortment of open stock goods are shown by Vogt & Dose, 43 Barclay Street. The features of the French china are the taking acid border, paste gold border pattern, and key border. Patterns in any color are printed to order. The catalogue gives 1038 white pieces for decoration. A \$3,000 order was very recently received by this house.



The Libbey Glass Co., of Toledo, O., has vacated its headquarters at 57 Park Place, for

reasons of economy. This concern, in the manufacture of cut glass catered to one large firm only in this city, and the office maintained, for that reason, was not a necessity. What business came to them through visits from out of town buyers, will in future be looked after by traveling representatives. Mr. W. H. Taylor, who was the agent here, has gone to the wilds of Canada, accompanied by J. F. O'Gorman, secretary of the Pottery, Glass and Brass Salesmen's Association and two other friends, to fish in any one of thirty-eight lakes comprising a claim where there is not only fishing, but where large fish are caught. Some fish by express are expected by certain friends in the trade, and most likely a fish dinner will be eaten on the return.



A number of changes is noted in positions of personages prominent in the Metropolitan pottery and glass district. James Connors opened a cut glass display room in the Crockery Exchange; A. R. Marryatt moved his pottery and glass display room from West Broadway to 32 Park Place and took, in addition to his other lines, the agency for the product of the Pioneer Cut Glass Co.; L. Gabler & Sons opened a gas fixture and mantle store at 69 West Broadway; Kitty Fleischman took a position as china and glass buyer with L. M. Blumstein & Co., 125th Street; Homer Hunt signed with C. E. Wheelock & Co., to travel for them in New England territory. This is practically renewing a former connection with the house for Mr. Hunt had severed his affiliations not so long ago with this firm. John V. Storck resigned his position with B. Gunthel to take a position as outside salesman for Gomes, Kneuper & Sturgis, Brooklyn; Louis F. Meyer, widely known as a china and glass buyer and formerly with Scruggs, Vandervoort & Barney, St. Louis, associated himself with Lycott Stationers, Baltimore; O. J. O'Donald of the Ionia Manufacturing Co., Trenton, opened a display room at 76 Park Place, where he is showing the decorated pottery products of his concern; Thomas G. Edge was appointed New York representative for the Indiana Tumbler and Goblet Co.; M. LeCompte, who formerly bought for the Delaney store in Baltimore, started a china, glass and art goods store in that city; John Jacklin became the china and glassware buyer for Rothschild & Co., Chicago; Miss Hannah Zolki who formerly bought china and glass for Sweeney & Co. and also Walbridge & Co., Buffalo, N. Y., became buyer of china, house furnishings and toys for the Chambers Hardware Co., Oil City, Pa.

POTTERY AND GLASS

with which is combined

GLASS AND POTTERY WORLD

"THE GREEN BOOK"

A Monthly Magazine Devoted to the Interests of the Pottery, Glass, Lamp, Art Metal and Allied Industries

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated, April, 1905

POTTERY AND GLASS, Founded 1908.
Amalgamated, April, 1909

PUBLISHED MONTHLY BY

HUOTT PUBLISHING COMPANY

59 Park Place, Cor. West Broadway, New York, U.S.A.
Telephone, 2525 Cortlandt.

EDMUND J. HUOTT, President

JOHN B. HUOTT, Secretary

ALFRED W. MUNKITTRICK, Editor

Prof. CHARLES F. BINNS, Technical Editor

SUBSCRIPTION RATES

United States	\$2.00 per year
All other countries, including Canada	2.50 per year

Entered at the New York (N. Y.) Post Office as Second Class Matter

VOL. III	SEPTEMBER, 1909	No. 3
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THE FALL IMPORT TRADE

AFTER the long period of business depression, it is pleasant to sing a song of better times returned. This we can do by the kind permission of many importers, who, speaking for themselves, are both confident and jubilant as to the business outlook.

The gist of the present situation can be arrived at by reference to our import article which appears in another part of the magazine. It expresses briefly just what the business outlook is as coming from the importers themselves, and they would have no conceivable reason for "padding" the facts, for, goodness knows, they have been in the dumps long enough and did not say trade was good when it was in an utter state of stagnation.

The month of September indicates the fall revival of trade after the sluggish summer season has passed. This September, happily, is a more joyous one than has appeared on the Calendar for a long period, for it ushers in a

new business boom that is not only healthy and vigorous, but bears evidence of becoming a fixture for a term beyond calculation.

POTTERY AND GLASS rejoices with its friends, the importers, realizing that the interests are identical, and while hoping that the predictions made will materialize fully, takes the liberty of reminding buyers that the present is a ripe time for them to get in touch with the trade, thereby obeying the old saw—"first come, first served."

DEPARTMENT STORES CLEAN-UP

NOTHING is more beneficial to the large retail dealer than a wholesome clean-up of wares at the tail-end of seasons, when new lines must be introduced. At such periods the bargain hunters are always on the alert and make really large strikes, all of which is clearly proven in the fact that they again appear on the trail when the next sale is advertised. It becomes a paradoxical fact, therefore, that what is beneficial to the retail dealer is likewise beneficial to the buyer, and this bit of harmony is what keeps the proverbial pot boiling.

The big sales advertised by the department stores twice a year and known familiarly as "semi-annuals" are not confined to any particular lines, but savor rather of "clean sweeps," and they surely do draw business. In the latter part of August some full and half-page ads appeared in the Sunday issues of the New York dailies calling attention to the semi-annual sale of china and glassware. A perusal of the ads gave evidence that the articles in these lines to be disposed of were of a miscellaneous kind—all at tempting prices. Everybody knows the purchasing power of the great department stores, and that they buy in large quantities only. The fact that a semi-annual sale exploited by them means a clearing out of a fortune in wares, also means that a still larger fortune will go to the importers and domestic manufacturers in restocking the shelves and tables, and that stimulates trade in a most satisfactory way. The pottery, glass and lamp trades have created very important departments in the great stores to which this editorial refers, and to that extent they have profited by the miscellaneous purchases of buyers, which are many. "Small profits and quick sales" would be a good maxim to apply to the semi-annual sales. Pottery and glass must have looked good to the department store people when they made a "drive" on them with page and half-page ads. At any rate it stirred things up and helped to push business along.

PROTECTION AGAINST THEFT

THE United States Government, looking after the interests of both importers and exporters, did a good thing when it detailed special officers to keep a vigilant watch on the piers of foreign steamship companies, with the idea of preventing thefts from cases and packages, or arresting any persons detected in the act of stealing.

The merchants, in general, whose consignments come into the port of New York—that is, those among them whose importations consist of the class of wares that are small and light enough to be easily stolen, have suffered severely through the persistent action of thieves. The importers of expensive glass and china wares used to be among those who sustained heavy losses, because this class of merchandise easily appealed to the persons of dishonest inclinations who broke into packages at opportune times and got away with what they could before being caught. Continued complaints to the Custom House failed to remedy the evil until the details of special officers were placed on guard and then the abuse gradually grew less, until now the losses of merchandise are not only few, but are said to be so much less than at any other period in the history of importations, that the figures will not bear comparison.

Not the least of the losses to importers, as the result of the operations of steamship pier thieves, were the intrinsic value of the goods themselves, but in many instances the very articles stolen were samples sent here from foreign factories to be placed on counters for buyers to select from, and the fact that sets of glass and china wares were destroyed through pieces being pilfered, actually prevented sales, because they could not be duplicated in time to be of much use, as all seasons have their specialties and novelties that must be sold in competition when they are new and desirable.

ARTISTIC ARRANGEMENT

"Some one has said, and said wisely: "As to color and form in an ornament the balance should be struck between that which is neither too strange on the one hand, nor yet dull and commonplace on the other. Monotony is wearisome and depressing, while eccentricity or excessively violent contrast shocks and startles. That which provides a gentle stimulant to the imagination is agreeable; anything beyond that is apt to become an annoyance. Overseverity has the effect of repelling while what is too lavish savors of vulgarity and ostentation." It is worth while to study artistic arrangement.

NEW CORPORATIONS

The Independent Glass Company, Chicago; \$20,000; general manufacturing; Edw. L. Little, William A. Conway, Frank M. Utt.

Wohlenberg Department Store, principal place of business, Pendleton, Oregon; capital stock, \$10,000; incorporators, J. J. Wohlenberg, John W. Watson and N. D. Swearingen.

Buckeye Clay Pot Co., Toledo, \$100,000; H. W. W. Fraser and others.

The Anchor Paint and Glass Company, Dayton; \$10,000.

National Terra Cotta Company, East Orange, N. J.; capital, \$2,000; incorporators, Walter G. Gooldy, Ernest L. Heitkamp and Charles O. Geyer. The company is to manufacture terracotta, clay, clay products, ceramics and pottery of all kinds.

The Modern Art Lamp Works, Perth Amboy, N. J.; capital, \$4,650; to manufacture fancy one-piece gas and electric fixtures. Incorporators, Adolph Schadow, S. Spitzer and Herman Ellis. Herman Ellis, president; S. Spitzer, treasurer; Adolph Schadow, secretary and manager.

University of Illinois Supply Store, Champaign, Ill.; capital stock increased from \$15,000 to \$30,000, and combined with the Cunningham branch store. Principal stockholders, E. E. Penter and G. N. and E. R. Cunningham.

Clarksburg Wholesale Crocker Co., Clarksburg, W. Va.; capital stock, \$10,000. Incorporators, Clarence P. Stout, Jasper S. Kyle, P. H. Shields and others.

West Virginia Clay Products Company, of Charleston, W. Va., whose chief works will be located near Charleston, for the purpose of manufacturing brick, terra cotta, tile, pipes, roofing, pottery, and marketing same. The capital stock is \$200,000, of which \$3,000 has been subscribed and \$300 paid. The incorporators are: W. E. Caldwell, Walter E. Caldwell, J. W. Jenkins, R. H. Yates and A. H. Robinson, of Louisville, Ky., and J. H. Highbaugh, of Sonora, Ky.

With a capital stock of \$100,000 the Buckeye Clay Pot Co. has been formed at Toledo, O., for the purpose of manufacturing clay pots for glass factories and other glass-factory supplies. The incorporators are Harold W. Frazier, B. F. Longnecker, S. Clevens, E. M. Flowers, and B. Young.

Another clay-pot company has been formed in New Jersey, which will be known as the New Jersey Clay Pot Co., Vineland, N. J. The capital stock of this company is placed at \$25,000.

PRACTICAL SCIENCE DEPARTMENT

Edited by PROF. CHARLES F. BINNS, Alfred, N. Y.

TIMELY TECHNICAL TOPICS

The event of the month is the publication of Vol. XI of the Transactions of the American Ceramic Society. This volume is, in every respect, the equal of its predecessors, and in some ways it is their superior.



The book contains contributions from such men as Orton, Bleining, Ashley, Purdy and Parmelee, while the subjects touch upon almost every phase of the ceramic industry. Some of the papers which more directly affect pottery will be published in these columns.

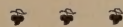
Professor Bleining, in his address as retiring president, again calls attention to the fact that few practical men are coming forward with contributions to ceramic literature. It is true that there are more of these than there once were but still the practical men, as a whole, keep silence.



We, for our part, are sorry for this although the reasons are easily seen. On the one hand there is the self-satisfied, bombastic individual who looks upon anything scientific with the utmost contempt, on the other there is the man, through long experience, has learned to distrust himself and even to doubt the evidence of his own senses.



It is to the latter class we would appeal. Everyone who has had a lengthened experience with the problems of pottery has passed through just such a maze. It seems to be a necessary step to any confidence in the leading of facts. There is nothing in it which should discourage. Let us consider the method by means of which the power of study may be gained and used.

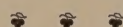


The first thing is to observe and to gather information. There are many happenings which pass before our eyes day after day, and because they are so common no significance is attached to them. A fireman gets into a certain groove in the firing of his kilns, he has always done it that way and has never stopped to ask why. For every act there is, or should be, a reason, but it is a sure thing that the reason is seldom sought in the ordinary factory practice.



The second point is that every man should teach himself to think. It is a glaring error in our school system that the young people

are not taught to reason things out for themselves, and the consequence is that when a man comes to mature years and finds that thought is a necessity he has to teach himself. Learn to connect cause and effect, to reason out the bearing which certain facts have upon each other and it will soon prove a fascinating recreation.



Do not be afraid to discuss your difficulties. The next man has them too, and is probably too diffident to open the subject. Make the plunge yourself and you will find that "the water is fine."



Lastly, and here is where the rub comes in, read and make use of your trade paper. We cannot carry all the burden of technical journalism alone. We exist to be of service to you. If we are not, say so. If we are, come forward with your contributions in the way of letters and inquiries and, incidentally, you may subscribe for the paper if you want to.

ANSWERS TO CORRESPONDENTS

QUESTION 55

"I am anxious to produce a red color for lettering on stoneware. Can you tell me how to proceed?"

Your problem is by no means an easy one. The color, of course, is to be put upon the clay and burned in one fire as is usual in stoneware practice. We have no definite experience along this exact line, but if we were making the experiment we should procure some strong underglaze pink and mix it with either oxide of iron or a dark underglaze brown. This would have the effect of reddening the pink, and the shade can be adjusted by varying the mixture. The only precaution to be observed is that a clear oxidizing fire must be maintained, even a slight reduction will destroy the color of the pink.

QUESTION 56

"We are anxious to substitute Cornwall Stone for feldspar in the makeup of a glaze. Can you tell us what proportion to use?"

Your problem is an unusual one because almost everybody would like to abandon Cornwall Stone in favor of feldspar, but of course you have your own reasons for wishing to use the stone. At the outset it should be borne in mind that Cornwall Stone is a substance of ex-

tremely variable composition. You should insist upon a correct analysis of that which is supplied to you and upon having this composition maintained. The substitution can only be made upon knowing the composition both of the stone and the spar. If you will furnish us with these figures we will show you how to make the calculation.

QUESTION 57

"We have a large bed of two clays and also a bed of marl. What can you suggest to make them a paying investment?"

It is not possible to advise you without having some evidence as to the quality of the materials. The clays and marl should be subjected to careful tests in some reputable laboratory. If you will send samples to the editor at Alfred, N. Y., prices for tests will be quoted direct.

OVER AND UNDER-GLAZE COLORS

IN reviewing the influence of the productions of the Royal Copenhagen Porcelain Factory upon the development of modern ceramic art, Dr. Ernst Zimmermann, in the *Keramische Rundschau*, remarks that the Danish art has revived the taste for good porcelain as a body, which had to a certain extent suffered through the use of inferior substitutes. But the question still remains whether, in the higher and more artistic branches of the art, Copenhagen products will stand comparison with genuine antique ware.

All ancient ceramic art was based on decided strength of color; its effort being to charm the beholder through brilliant, powerful and well-harmonized tones. The same idea which permeated Egyptian and Assyrian ceramic art was incorporated by Greek, Roman, and finally by Oriental experts. The source of this development may be found in the comparative ease with which ceramic art is able to produce brilliant and attractive colorings; the chief elements being colored glazes and colors mixed with glass fluxes, used as fundamental necessities, and not as mere adjuncts. What will impart to colors more brilliancy and life than glass? We need only look at old cathedral stained glass windows to be reminded of that fact. Similar considerations apply to ceramic art.

That in the above-named respects Copenhagen porcelain, as well as its imitations, fails to rival antique ware, is attributed to the fact that they only employ underglaze with high temperature colors, and do not use overglaze, or vitrifiable colors. The former idea has the attractive inducement of producing at the same time the article and its decoration, bringing the

ware out of the kiln in its complete form. Such decoration is only destructible with the object itself. Underglaze colors are, however, scarcely considered to give satisfactory purity and depth of color for hard porcelain. In spite of all technical and practical efforts, it has been found impossible by such a method to produce colors which do not come up broken, dull and impure, or which, when such is not the case, are sufficiently durable to be used on a large scale. A notable exception is formed by cobalt blue, such a remarkable feature of Chinese porcelain. Human art has never produced more beautiful shades. The development of underglaze technique is regarded by Dr. Zimmermann as a retrogression rather than an advance. He adds that ceramic art has gained nothing from it, and could therefore almost dispense with it.

But it may be urged that the indestructibility of underglaze colors is of importance for their practical use, while overglaze colors, not being protected by a super-imposed glaze, are less durable. To this objection it is replied, that while vitrifiable colors cannot for intrinsic durability compare with underglaze colors, the former are not called upon to resist adverse influences, except in the case of deliberate intention to remove them, to which they are not exposed in ordinary use. There is consequently no obstacle to their use for flower vases and purely decorative ornamental ware, their brilliancy of coloring rendering them particularly suited for that purpose.

At the same time, for practical household purposes there is comparatively little exposure of overglaze colors to destructive influences. Now that central decoration is out of fashion in plates, there is no article of table-ware liable to such action. The condition of existing specimens of old porcelain, moreover, refutes any objection to the use of such colors.



(Briefly, the fact is that in all art the use of brilliant colors is evidence of a barbaric taste. The author is in error when he states that "all ancient ceramic art was based on strength of color." Certainly the Greek potters in their best days used nothing stronger than the warm reddish brown of the clay.

In our humble view it is much to the credit of the makers of Copenhagen porcelain that they have made such effective use of the limited number of colors which will resist the hard fire. To carry the argument of Dr. Zimmermann to its logical conclusion would be to prefer the gaudy hues of a cheap jardinière to the subdued but superb taste of Copenhagen and Sèvres.—Editor.)

SELLING CAMPAIGN FOR A SPECIAL LINE

HOW SAMPLES ARE CARRIED BY SALESMEN—INSTRUCTING AND ROUTING THE
SELLING FORCE—REPORTS OF CALLS—HANDLING COMPLAINTS—
RECORDS OF ORDERS

By H. L. MANTLE

Sales Manager, THE WHEELING POTTERIES COMPANY

THE success of any selling plan depends upon its adaptability to the product to be sold. A manufacturer who would win a wide trade and hold it must study his output and arrange his selling plan accordingly. Especially is this true in putting some special line of articles on the market.

Probably the hardest problem in selling special goods is to watch and anticipate changing styles. To keep up with the trade and to meet the demands of customers from season to season requires constant thought and attention. This is especially true in manufacturing and selling pottery on account of the fact that it is purchased not only from a utilitarian standpoint, but for its style and art value as well.

A plan of selling pottery that has brought satisfactory results is described in this article. Although dealing with problems of putting this product on the market, the facts set forth offer suggestions and definite methods for selling in many businesses.

In the first place the wares are given a distinctive quality. This is essential for any permanent success, especially in a special class of goods. In the second place the trade is carefully selected on the theory that a continued sale of goods depends upon the class of customers reached.

THE PERSONAL ELEMENT IN SELLING THROUGH TRAVELING SALESMEN

Goods are sold mostly through traveling salesmen who carry some samples and numerous colored photographs of the wares. Owing to the nature of the business the larger cities

only are visited—the representative dealers, the crockery jobbers, department stores and large crockery houses. Small trade in towns and villages is left to the jobbers' representatives, who can handle the pottery lines along with their other lines. For the most part exclusive territory is awarded jobbers.

THE BOOK OF INSTRUCTIONS WHICH SALESMEN MUST FOLLOW

Each traveling salesman of the pottery company is assigned a definite territory to cover and is retained in the district where first employed, although it is occasionally found advantageous to change the salesman's territory for any one of a number of peculiarities that may arise. Each representative is equipped with three to four sample trunks for samples, and a full line of colored photographs, illustrations, price lists, and so on. He is given a special salesman's price list and book of instructions.

This book not only explains the details of the complicated line of manufacture and quotes all net prices and regular discounts, but gives a large amount of general information that is very valuable to him. These facts include a complete American price list, a size list, freight rates, package sizes, equivalent discounts, telegraph code, photograph numbers, special dinner and toilet combinations and an extensive set of instructions and explanations sufficient to enlighten the novice in the crockery business and at the same time serve as an umpire for the experienced man.

The instructions necessarily are for the most

NAME	
CITY	STATE
KIND OF BUSINESS	
BUYER'S NAME	
BUYER'S CONNECTION	
AMOUNT OF ORDER FOR LA BELLE \$	AVON \$
DATE YOU CALLED	YOUR NAME
REMARKS	

FORM I. THE DAILY REPORT BLANK SHOWING THE RESULT OF EACH CALL MADE ON A CUSTOMER BY THE SALESMAN

NAME	
CITY	STATE
POPULATION OF CITY	HOTEL
KIND OF BUSINESS	RATING CREDIT
BUYER'S NAME	BUYER'S CONNECTION
DATE CALLED ON	
BY SALESMAN NO.	
VALUE OF ORDER	
FREIGHT RATE LOCAL	MINIMUM EX. RATE
REMARKS	

FORM II. THE CARD RECORD KEPT IN THE HOME OFFICE TO SHOW WHAT EACH CUSTOMER IS BUYING. THE RECORDS ARE MADE UP FROM FORM I.

part explicit. He is advised how to pack samples to avoid breakage and is given definite instructions regarding his expense account. This avoids any uncertainty in the mind of the conscientious salesman as to what should and should not be included in the firm's expenses. It also prevents misunderstanding or controversies arising where a man may not always be governed by the highest of moral influence.

All orders are written in a uniform manner. This is particularly the case where it is customary to enter some items as units, others as dozens, and yet others by the gross. Definite instructions are therefore given as to exactly how each order should be written in all its details. Carefully following these instructions materially assists in obviating the necessity of writing for further information before executing the order, or taking a chance of filling an order incorrectly.

Each salesman is instructed to use great care in satisfying a customer. An absolute injunction is given him to use fair play in all sales transacted.

An order secured without a thorough understanding, on the part of the customer, as to what he is buying and the conditions of the sale, is considered detrimental to the best interests of the house rather than advantageous. Every salesman is required to make a definite fixed price and adhere strictly to it. With this firm, the making of "special prices" is not tolerated, and salesmen are one and all firmly instructed accordingly.

The habits of the salesmen are also considered in the book of instructions. As the pages in this book are loose-leaf, all of the instructions are kept constantly up to date.

The salesmen are furnished with printed blanks to be used in daily reporting the calls made on each customer (Form I). Each report is prepared to show all important data as well as special remarks. This serves to keep the sales manager informed as to what is actually being done each day. It also furnishes data for keeping the mailing list revised and up to date. These reports are entered on the customer's card, which is filed systematically in card cabinets (Form II).

The itinerary of each salesman is always gotten up in advance. From this itinerary and the customers' index cards, advance letters and other literature are mailed from the house to the customer and prospective customer. These not only notify the customer of the date the salesman will arrive, but are gotten up in such a way as to attract the recipient's attention, and thus prepare the way for a favorable consideration for the salesman and his plea.

The daily report cards, with their space for remarks, make it easy for the salesman to report any grievances the customer may have, which otherwise he may possibly not be inclined to do. Such of those as deserve special attention are taken up by the house through correspondence and are usually adjusted to the customer's satisfaction before the salesman makes his succeeding call. By such methods the house is enabled to adjust difficulties and the customer is kept friendly to both the salesman and the house, which is at least one strong point of advantage in the

selling of crockery or any other merchandise.

With the same care are handled the letters of complaint that come direct to the house from the customer. There is perhaps no business that is immune from this feature. In fact it is not always looked on as inauspicious. One potter has gone so far as to say that he was not satisfied when he received no complaints. Another manufacturer has stated that it gave him pleasure to receive "kicks," because it afforded him an opportunity to demonstrate to the customer that his business was one of high principle, and always dealt fairly with its customers. He thus received the permanent respect, friendship and patronage of the complainant, who otherwise would probably never have come into intimate contact with the firm or its personnel.

TURNING COMPLAINTS TO ADVANTAGE IN DEALING WITH CUSTOMERS

It is well to remember that too much care and consideration can scarcely be given in such cases. Treated properly they undoubtedly can be made a force for the good of the house rather than evil. The man with a grievance, who

FORM NO. 54 TO BE FILLED ON THE 1ST DAY OF EACH MONTH, FOR ALL ORDERS OF PRECEDING MONTH, ONE COPY FOR PRESIDENT AND ONE COPY FOR SALES MANAGER.

THE WHEELING POTTERIES COMPANY

DATE 1ST DAY OF 190
FOR MONTH OF 190

SOURCE OF ORDERS	NUMBER OF ORDERS	AMOUNT OF ORDERS	AMT. LAST MONTH	TOTAL FOR YEAR

DAILY SALES REPORT
FOR ORDERS RECEIVED ON PRECEDING BUSINESS DAY

DATE 190 FOR ORDER RECEIVED 190

SALESMAN	NO. OF ORDERS	AMOUNT OF ORDERS	SALESMAN	NO. OF ORDERS	AMOUNT OF ORDERS

FORM III. (FRONT CARD) THE DAILY SALES REPORT SUMMARIZING THE ORDERS RECEIVED FROM THE VARIOUS SALESMEN DURING TWENTY-FOUR HOURS.

FORM IV. (BACK CARD) THE MONTHLY SUMMARIZED REPORT SHOWING THE TOTAL SALES FOR THE YEAR

makes no complaint, but quietly buys elsewhere, is by far the harder problem. However, such are the cases that are ferreted out by the salesman, reported to the house and adjusted by correspondence.

Every salesman keeps an accurate record of all orders and prepares for the sales manager a daily report each morning, exhibiting the number and volume of all orders received during the previous day, classified as to source (Form III). From these daily reports, weekly and monthly reports are prepared. Monthly reports not only show the amount for the current month, but also for the preceding month and for the year (Form IV). This has a number of advantages, but one of special mention is that it enables the sales manager to keep fully informed regarding the business each day, rather than at some later date, thus enabling him to detect any deficiencies and apply a remedy before it is too late. —*System-The Magazine of Business.*

NEW GLASS GRINDER

What is claimed as an important discovery in the glass industry has been made which will tend to revolutionize the art of grinding glass. The grinder which the inventor, a Mr. Little, has discovered is made from one-half best Portland cement and one-half silica sand. In this stone there are no soft or hard spots and it will grind glass without scratching. The cost of the grindstone is about 10 per cent. that of the common grindstone. Mr. Little is receiving many inquiries concerning this stone.

THE UTILITY OF GLASS

AS the world of science continues to make new discoveries day by day and finds more economic means of utilizing the products that have already been in use, so does mankind profit by it in a greater degree.

The uses to which glass has been put are among the most important on the long list, so that it becomes at once an article of commerce that can be safely said to be one of the most useful of all. The time has now arrived when glass is being juggled with to the extent that newer uses are found for it, so that table and ornamental glassware and window panes no longer hold a monopoly of the market.

From Germany comes the news that the walls of a small villa in Berlin are built of glass bricks in several shades of dark green and blue, and they are especially adapted to construction where light, cleanliness and neatness are particularly in demand. In Hamburg they are used in place of windows and for

walls that are required by police regulations to be fireproof and windowless, and serve the purpose well. Aside from the fact that they are invaluable as admitters of light, it is claimed they possess the same strength as clay bricks, and this fact has made them a substitute for them. They have been found to be particularly desirable in cases where cleanliness, light and uniform temperatures are especially desired.

Italy, like its sister country, has found glass bricks to be of great use, even when provided with a wire coating for fireproof walls. In some of the recently erected buildings in Milan, they have been adopted for ground and upper floors on account of the light obtained. They are also coming into use for partition work in some of the hospitals on account of hygienic principles.

In one of the leading banking institutions of the city of Turin the lobby office floor, which is about 36x58 feet, is entirely paved with glass bricks laid in iron frames, for the purpose of admitting light into the basement. In the Netherlands hollow green transparent glass bricks are used, principally for light-giving purposes in machine shops and conservatories.

An architect has expressed the opinion that the time is about ripe for the building of houses with glass. He admits that such a luxury would necessarily have to fall to the lot of a rich man, because it would cost more than a house of stone or brick, but he claims that the difference in cost would not be very great. The dweller, however, while enjoying the everlasting light of a glass house, would do well to remember the good maxim, "People living in glass houses shouldn't throw stones."

It is well known that the ancient Egyptians spun glass for practical uses, and it is claimed that the art is now being rediscovered, spun glass having been long shown as a curiosity. A Frenchman in the middle of the last century developed the process along commercial lines, but died without revealing his secret.

Now what would you think of making clothing out of glass, and how do you imagine you would feel meandering up gay and festive Broadway attired in a new fall suit made in the height of fashion, fresh from the glass factory? Well, even that doesn't appear to be an impossibility in this age of scientific research, for it seems that the art of spinning glass that was held in trust by the ancient Egyptians and rediscovered by the Frenchman who died, has again been rediscovered by a German, who explored for knowledge, and that is why the making of clothing from glass

is now under discussion. The garments would be incombustible, non-conducting and impervious to acids. They can be beautifully tinted by using colored glass. The insulating properties of the "glass-wool" would render it valuable as packing where it is desirable to keep in or exclude heat. In this case we should be resorting to the mineral kingdom for our clothes, though as yet we have not got those asbestos garments which could be washed by throwing them on the fire.

TRADE NOTES

McGladrey Bros., I. B. McGladrey and A. D. McGladrey, of Leonard, N. D., have their new store building on Main Street, Concrete, N. D., completed and are preparing for a big fall trade. They will carry a large stock of crockery and glassware.

A planing mill at Boyertown, Pa., has the contract to do the mill work for a new department store in New Jersey, for B. Schwartz, a brother of Mrs. M. Diamond, of Reading, Pa.

H. B. McGowan has opened a china and glass store at 15 West Main Street, Madison, Wis.

Plans are being prepared for a modern department store at Dayton, Wash. William Mosgrove will be at the head of the concern.

The 5 and 10 cent store of R. T. Slatton, Florence, Ala., has been closed, a voluntary petition in bankruptcy having been filed in the U. S. Court at Huntsville by the proprietor. Liabilities about \$5,000.

A disastrous fire on Broad Street, Rome, Ga., early in the month, damaged the stock of Crawford Brothers, dealers in china and glass, to the amount of \$1,000.

S. Goldblatt has opened a racket store in the building at Willsburg, Ia., formerly occupied by M. Gladstone.

E. J. Doerr is managing the New York Racket Store at 18 South Main Street, Adrian, Mich., which was recently opened.

H. R. Walters has leased a headquarters at Otsego, Mich., and is running a racket store.

A mortgage held by Mrs. Laura Orton on the Fair Store, managed by Charles Orton for two years, at Davenport, Ia., has been foreclosed.

M. L. Coofman, of Savanna, Ill., is arranging to open a 5 and 10 cent store in the Jerauld Building, Urbana, Ill.

Duncan Allen & Co., Monmouth, Ill., have opened a variety store and will sell a line of miscellaneous merchandise.

Plans have been prepared for a new department store for Henry Spiegler & Son on West State Street, Aurora, Ill.

E. Hirschberg has opened a new millinery establishment at Rantoul, Ill. 5 and 10 cent goods of all kinds will be a feature.

H. S. Sanger has opened a 5 and 10 cent store in the Finch Block, Mortling, Ill.

The Cowen-Heineberg Company, wholesale crockery and glass, of San Francisco, have added large extra space for new stock and showing goods.

The Folwell Crockery Company, of Davenport, Ia., has taken over the Jens Lovenzen Company store and are making extensive improvements.

Negotiations are pending for the purchase or lease of the property adjoining the Dorrance Hotel, Providence, R. I. S. S. Kresge, who owns a chain of 5 and 10 cent stores in the larger cities, will establish one there.

THE ROLE OF CLAY IN THE MANUFACTURE OF ENAMEL

THE growing importance of the enamel industry has of late years led to a closer study of the reciprocal relations between the chemical properties of raw materials and the chemical-analytical processes at various stages of manufacture; the result being the present opportunities of recognizing many defects at such an early stage as to permit of their being effectually remedied. In place of mere experimenting, a systematic plan of study has been introduced for the purpose of solving the question as to the most favorable composition to use in the production of enamel.

In a comprehensive discussion of the subject by Herr Julius Grünwald in the columns of the *Sprechsaal*, it is remarked that there is frequently a lack of care in the preparation of enamel. From the moment of selecting and mixing the raw materials, until the time of the enamel being applied, the greatest attention is needed. The reason that certain men produce enamels which their competitors cannot equal, lies in the extreme care displayed at all parts of the manufacture. Some factory chemists are too busy with supervision to devote the necessary time in the seclusion of their laboratories to the solution of important theoretical questions.

HOW TO ARRANGE ORNAMENTAL POTTERY

DOROTHY TUKE in the *Circle*, in speaking of how to select and arrange ornamental pottery deals with the subject from the standpoint of beautifying the house. Some of her

hints, however, will be equally valuable if applied to the arrangement of pottery for store display or window dressing. She says: "Ornaments should not be spread out at regular intervals apart, but should be grouped, all the pieces in the group being, if possible, of the same ware. Pottery, if big and bold, should be placed high up, on a mantelpiece, the top of a bookcase, or on a shelf in the doorway; other large pieces may stand upon the floor. Small pieces of interesting design should be where they can be easily picked up and examined. Vases suitable for flowers should be within easy reach. The right setting for a beautiful piece of pottery is just as important as for a beautiful picture, and very many of the same rules apply. A plain, neutral background always makes the best setting, as it does not detract in any way from the beauty of the ornament.

"Pottery of bright colors and highly glazed should be placed in dark corners of the room, as it forms the bright spot of color most needed there. It is invaluable for introducing just the right note of color in a room, just as reversely a false note of color destroys harmony.

"It is important to have pottery placed where it looks, and is, secure. Small ornaments on frail tables are jarring to the nerves and make a room seem trivial and unrestful. Large decorative pieces, however, give an air of dignity and repose.

NEW STYLES IN TOILET WARE

SOME interesting new styles are being shown in toilet ware.

A white and gold combination has a novel arrangement; the basin being of the usual shape, but instead of the jug, a cylindrical water reservoir hangs behind the basin over a marble plinth. The modeling and painting are tasteful, and the reservoir is provided with appliances for drawing the water. The idea of this arrangement is by filling the reservoir once a day, to save the trouble of pouring the water as required from the heavy jug. This plan has, likewise, been applied to children's sets.

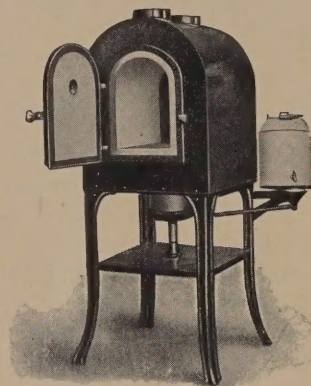
Ribbed and fluted effects over the whole or part of the sides are frequently seen.

In porcelain toilet ware, plastic relief floral effects in contrasting fine colors are referred to as being an acceptable novelty. Thus, on a dull, old blue porcelain, were flowers in dull green and deep violet, while on a dull moss-green ground was a tendril design in golden brown and deep red. Another noticeable combination was a dull lilac porcelain ground with relief floral medallions hanging from tendril work in white porcelain deep relief.

The styles and ornaments of late years seem to have, in some degree, given way in painted effects to designs of a natural character. Network effects are, however, in favor both painted and modeled. There seems to have been a tendency to avoid, as far as possible, leaving undecorated surfaces.

KILNS FOR THE CERAMIC ART

Those interested in kilns may read this with profit to themselves. It tells of the product of The Ideal China Kiln Company, of Port Huron, Mich., a concern that has been doing business for the past five years, giving special attention



THE IDEAL CHINA KILN

to the needs of the studio worker. Their kilns, which are adapted to all purposes of ceramic art, avoid complicated design and construction, a very essential feature, which makes them safe and easy to operate successfully, even by a novice.

As a result their business has been not only marked with success, but shows a steady growth. The plant capacity has been very lately enlarged and enables the concern to greatly increase its output and sales. Dealers in china-ware, who should get a large share of the china-kiln business, are enabled to do so by the "direct shipment" plan of this company, without having to carry china kilns in stock. A query made direct to the concern will bring an answer, giving full details of their plan.

IMPORTS AT PORT OF NEW YORK

Week Ending	China	Earthenware	Glassware
Aug. 14 . .	\$ 74,475	\$26,652	\$29,738
Aug. 21 . .	137,947	17,714	27,797
Aug. 28 . .	112,271	4,899	44,067

Three weeks ending

Aug. 28 . .	\$324,693	\$49,265	\$101,602
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These were practically the first imports under the new tariff.

A HUSTLING SEATTLE HOUSE

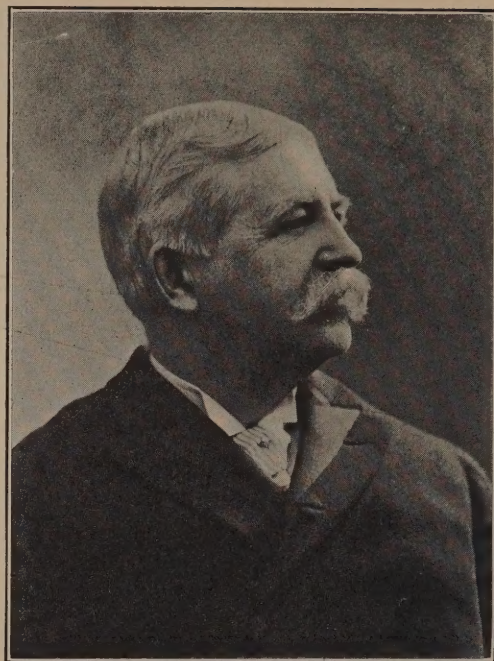
The spirit of Western enterprise has been well demonstrated by the importing and jobbing house of M. Seller & Co., Inc., Seattle, Wash. On July 27, Mr. Hugo Koch, of the concern, secured an order from the Seattle Hotel, for several thousand dollars' worth of the Onondaga Pottery's hotel china. On September 3, or thirty-eight days after the order was booked, the goods were put in use. Considering the distance the shipment had to come, the accomplishment of the feat is quite remarkable, and points to the efficiency of the firm's highly developed hotel department, not to mention the quality of the goods contained in the order.

THE NEW TARIFF BOARD

The legislation under which the new advisory Tariff Board has been appointed by President Taft, is so far a departure from constitutional precedent, that it places in the hands of the Executive the determination of the "reciprocal and equivalent" treatment we are now receiving from foreign nations, which would entitle them to exemption from the incidence of the maximum tariff. This maximum tariff, going automatically into effect on March 31, is the minimum scale of the Payne Bill with the addition of 25 per cent. on the value of the goods, and not (on the basis at first proposed) with an addition of a percentage to the existing duties.

As the definition of the present situation of our trade relations with the whole outside world is a task of no small importance, it is gratifying to note that the members of the Board are men of impartial standing, from whose labors much good will result. In the selection as chairman of Professor Henry C. Emery, Professor of Political Economy at Yale, the tariff has been lifted out of politics; while the appointment of Mr. Alvin H. Sanders, proprietor of the Breeders' Gazette, of Chicago, brings to the front the agricultural interests, vitally affected by any foreign discriminations. That Hon. James B. Reynolds has been made the third member is a distinct advantage, owing to his experience in the negotiations of the German and other trade agreements, as Assistant Secretary of the Treasury, in special charge of Customs matters.

The work of the Board will be carried out in detail by experts to be employed, who have the practical knowledge of foreign languages and tariffs necessary for that purpose. The best wishes of the country will mark this progressive step in our national fiscal policy.

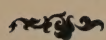


OBITUARY EUGENE BISSELL

THE business world lost a shining light when Eugene Bissell, head of the auction and commission house of E. Bissell & Co., 5-7 Mercer Street, passed away at his home in Brooklyn, on the morning of August 24. The cause of his death was heart failure. Deceased was in his sixty-ninth year.

On the evening previous Mr. Bissell had entertained his brother-in-law and partner, Frank Van Name, at his home and appeared to be in good health and spirits. Eugene Bissell was born at Suffield, Conn., November 1, 1840, and early in the sixties organized the present auctioneering business in hardware, house furnishing goods and allied lines. He was as well and favorably known in the glass and pottery trade as in the other industries. The firm was first located in Reade Street, then at 12 Murray Street and 15 Park Place for twenty-one years. Changed business conditions impelled the firm to remove to its present location at 5 and 7 Mercer Street.

Mr. Bissell was a man of commanding presence, courteous manner, and possessed qualities that made and retained friends. His death, therefore, is mourned by a wide circle of business and other friends. He was a veteran of the Civil War, a member of the Sons of the Revolution, Society of Colonial Wars, War Veterans of the Seventh Regiment, Company H Veterans of the Seventh Regiment, Company F Veterans Association, Ninth Regiment, New York, and Lafayette Post, No. 240, G. A. R.



Mr. Bissell was one of six incorporators of the Hardware Club of New York in 1841, a member of the Board of Governors from the beginning and has been chairman of the House Committee since, succeeding Peter McCartee in that position about one year after the incorporation. In 1907 he was elected president of the club and re-elected in 1908. He was as consistent a christian as business man, and had been long associated with the South Congregational Church, Brooklyn, and was a member of the Board of Trustees.

DEATHS

Fred W. Conradt, aged 50 years, Treasurer of the Great Western Pottery Company, owning the largest pottery establishment in the United States, dropped dead at his home in Tiffin, Ohio, August 14. He had just returned from the factory.

John W. Boteler, who had been in the glassware and china business in Washington, D. C., for more than 50 years, died recently in that city. He had furnished the White House with china since President Buchanan's time, including the \$20,000 china service during the Hayes administration. Deceased was a mason and a member of Washington Commandery, K. T.

Thomas J. Holden, former general manager of the Boldt Glass Works at Muncie, Ind., died recently at the Sisters of Mercy Hospital, Jeffersonville, after a nine months' illness. He was a prominent Elk.

Harry N. Rogers, manager of the Woolworth Five-and-Ten-Cent store on Fifteenth street, Moline, Ill., died at 7:45 P. M. Tuesday, September 6, at St. Anthony's hospital, following an operation for appendicitis. He had been ill four weeks. He had managed this store since its opening.

SALESMEN ON THEIR TRAVELS

J. H. Venon has Charles E. Cardon in the far West to the Pacific and Canada. Walter T. Wessels travels East and South.

E. Torlotting, representing the St. Louis Crystal Glass Co., at the Exchange, 25 West Broadway, has plans made to go on the road in October. He purposes knowing for himself and will do some selling.

Meakin & Ridgway have started A. B. Evans and Norman E. Walker on the road, the former doing New England and the latter the West.

Sam Abrams is down East, Edward Reinwald in the West, E. Blum at Chicago and the far West, and M. Liebman in the South, selling for Lazarus, Rosenfeld & Lehman.

George F. Bassett & Co. have O. L. Sutherland, J. D. Dobbs, R. B. Parks, F. O. Shattuck and P. H. Geoghegan representing them on the road.

L. H. Igoe is traveling with the Frank M. Miller line.

D. R. Marshall is making short trips for the Tarentum Glass Co.

T. F. Magrath is in the Middle West and J. J. Hines in Boston, Philadelphia, Pittsburg and Chicago, for Blakeman & Henderson.

T. W. Pinder will cover the Middle West for A. L. Tuska & Son.

Harry A. Keffer, of Warner-Keffer China Co., is out on the circuit.

W. T. Darden, with Edward Butler, is traveling in the West.

Maddock & Miller are represented in the East by H. P. Muirhead and W. E. Nye; in Pennsylvania and the Middle West by T. C. Copperstone; west of Chicago, by C. W. Crawford, and M. P. Plumb in the South.

The headquarters of the Bawo & Dotter complement of traveling salesmen, is as follows: Paul Fueslein, Palmer House, Chicago, Ill.; A. Herr, Hotel Anderson, Pittsburg, Pa.; Henry Cronmeyer, 718 Mission Street, San Francisco, Cal.; Louis Koch, Hollenden Hotel, Cleveland, Ohio; F. C. Herr, Cosmopolitan Hotel, New Orleans, La.; A. J. Brech, Burnet House, Cincinnati, Ohio; Frank Zoellig, Stattler Hotel, Buffalo, N. Y.; Chris. Hauser, Ryan Hotel, St. Paul, Minn.; Southern Hotel, St. Louis, Mo.; W. J. Straub, Quincy House, Boston, Mass.; Thomas Turner, Monticello Hotel, Norfolk, Va.; George A. Fehn, Bingham House, Philadelphia, Pa.; Hubert Somborn, Special Clock Salesman.

AN APPRECIATED COMPLIMENT

"Among the best journals dealing with the ceramic and glass industries should be named POTTERY AND GLASS, a magazine published monthly in New York.

"The get-up is splendid and each number contains several engravings, representing various objects concerning the above industries, in conjunction with a number of appropriate illustrated articles. The journal has the support of American manufacturers and artists.

"Lovers of ceramic arts and all connected with the industries referred to, would benefit by the journal named, and we assuredly recommend the same to our readers."

This highly esteemed recognition of honest effort, appeared in a recent issue of *La Vocca di Murano*, the official organ of the artistic glass industry of the Venetian district.—Ed.



DIRECTORY OF PRINCIPAL ORGANIZATIONS ALLIED WITH THE POTTERY AND GLASS TRADE

AMERICAN ASSOCIATION OF FLINT AND LIME GLASS MANUFACTURERS.

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Vice-President, Marshall W. Gleason, Pittsburg, Pa.
Vice-President, Arthur J. Bennett, Pittsburg, Pa.
Treasurer, Thomas Evans, Pittsburg, Pa.

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Vice-President, M. W. Gleason, Brooklyn, N. Y.
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First Vice-President, William Burgess, Trenton, N. J.
Sect'y and Treas., C. C. Ashbaugh, E. Liverpool, O.

AMERICAN CERAMIC SOCIETY

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Vice-President, Arthur S. Watts, Victor, N. Y.
Treasurer, Ellis Lovejoy, E.M., Columbus, O.
Secretary, Edward Orton, Jr., E.M., Columbus, O.
M. L. Seymour, Asst. Secretary, Columbus, O.

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First Vice-President, Gilbert M. Smith.
Second Vice-President, M. O. Doering.
Treasurer, C. A. Holbrook.
Secretary, L. S. Owen, 149 Church St., New York.

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First Vice-President, T. A. McNichol.
Second Vice-President, J. W. Blaney.
Treasurer, Walter G. Minnemyer.
Secretary, J. G. Kaufmann, Pittsburg, Pa.

TRADE UNION ORGANIZATIONS

NATIONAL BROTHERHOOD OF OPERATIVE POTTERS.

President, T. J. Duffy, E. Liverpool, O.
Secretary-Treasurer, Ed. Menge, E. Liverpool, O.

AMERICAN FLINT GLASS WORKERS' UNION.

President-Treasurer, Thos. W. Rowe.
Secretary, Wm. P. Clarke, Ohio Bldg., Toledo, O

FRATERNAL AND INSURANCE ORGANIZATIONS

POTTERY, GLASS AND BRASS SALESMEN'S ASSOCIATION.

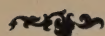
President, Harry S. Mirrieles, 25 W. Broadway, New York.
Treasurer, George Hamilton, 53 Barclay St., New York.
Secretary, Joseph F. O'Gorman, 76 Park Place, New York.

AMERICAN FLINT GLASS WORKERS' UNION.

President-Treasurer, Thos. W. Rowe.
Secretary, Wm. P. Clarke, Ohio Bldg., Toledo, O.

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WANT COLUMN

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A PURCHASER for a FLINT MILL splendidly equipped and with an inexhaustible supply of ROCK FLINT near at hand, situated in the East near the market. Well established business. Excellent opportunity for the right parties. Address F. Co., POTTERY AND GLASS, 59 Park Place, New York.

WANTED—A reliable salesman to handle engraved glassware, as a side line, on commission. Address, Engraved Glassware, c/o POTTERY AND GLASS, 59 Park Place, New York.

HALF of show room to let in glass and crockery exchange, 25 West Broadway. Suitable for lamps or china display. JAMES CONNOR, Room 23.

WANTED a practical and experienced man in Pottery to take charge of Souvenir plant. Must have some capital to invest in the business. Address HOT SPRINGS POTTERY CO., Hot Springs, Arkansas.

YOUNG, ENERGETIC, EXPERIENCED CHINA SALESMEN WANTED BY LARGE NEW YORK IMPORTING HOUSE. MUST BE THOROUGHLY FAMILIAR WITH GERMAN AND AUSTRIAN CHINA, ESPECIALLY DINNERWARE. APPLICATIONS MUST GIVE EXPERIENCE, AGE, NATIONALITY, REFERENCES, ETC. IMPORT CHINA, P.O. BOX 1984, NEW YORK.

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Artistic yet moderately priced flower-pots, vases, urns, etc., are now being made by Herr A. Enderle, a sculptor, of Cristiania. He employs a potter's wheel in the same way as was customary in ancient times. Under-glaze and majolica painting form a part of the decoration; the bulk of the painting being, however, of a special character. The metallic substances used are: copper for green; cobalt for blue; gold, or sulphate of alumina with green copercas, for red, etc. According to the Norwegian press, lead glazes are principally used; alkali glazes are less frequently employed; chiefly for red and fine yellow shades.

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Jardinières

Trays

and other Novelties

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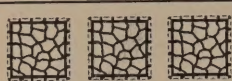


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Established 1860

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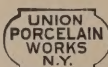


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U.P.W.



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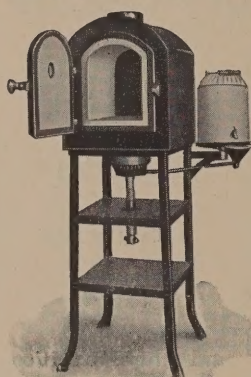


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Genuine China Table Ware

Made the same as French China and suitable for
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PATENTED 1904

- ¶ These kilns for burning decorated china, etc., are of very simple design and construction and built substantially of best materials. They are easily operated and turn out work that is unsurpassed in glaze and texture.
- ¶ They are especially adapted for studio purposes for either the Professional or Amateur China Firer.
- ¶ We have an easy way to sell China Kilns, and want Dealers in China to act as agents. Write for plan and prices. It pays.

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Do you want everything printed in the newspaper, magazine and trade press of the United States and Canada on any particular subject?

Send us your order describing what you want us to clip, enclose \$3.00, and we will send you our service for one month, mailing you daily or weekly all clippings found on your topic.

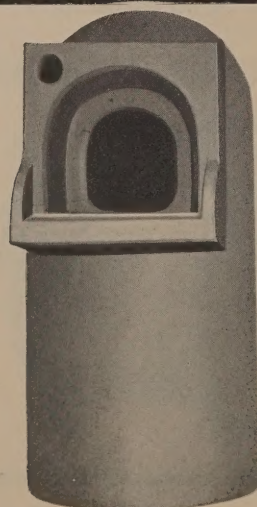
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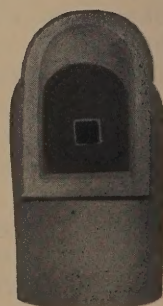
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High Grade Glass Melting Pots for Lime, Lead and Opal
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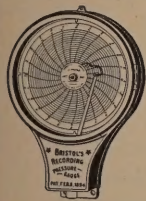
Mr. Crockery Buyer!

Do you know that the 1909 McCoy Lines contain several new items never before shown—and they are made to suit your trade—they'll sell. Ask your jobber about them. If he don't supply you write us—but be sure to see the new things we're making for you. No dead ones in our new lines.

THE J. W. MCCOY POTTERY CO.

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Illustration is No. 202 Jardinière



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Jardinières, Candle Sticks,
Fern Dishes, Smoking Sets,
Desk Sets, Umbrella Stands
and other novelties



Brass Railing Work

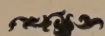
of Every Description and in Any Finish

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The New Pottery **LAMP LINES** with colored Art Glass shades are radically different from anything on market.

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Art Ware in creations rare, and of eye catching beauty and merit, while the Fall line of **Jardinieres, Pedestals, Umbrella Stands, Fern Dishes, Cuspidores, etc.**, are "all to the good." Nothing commonplace.

Our roadmen are "out" and you will be "in" better margins than ever if you stock up now when prompt shipments are possible. See the **Indian Ware** lines. They are quick sellers.

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ANTIMONY

Needle or White Oxide

MANGANESE

All Kinds and Grades

POWDER BLUE

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CLEVELAND NEW YORK

"A Kalamazoo Direct to You"

TRADE MARK REGISTERED

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Why not apply that principle to the selection of a stove?

You may have a large—or small room, store or warehouse which you want to heat at the least possible expense—

Write for our Catalog No. 353. It will show you just the stove you want at the lowest factory price. Terms either

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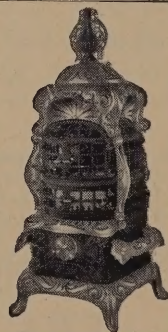
Our business is the manufacture of all kinds of heating and cooking stoves, for all purposes.

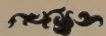
Hundreds of thousands of Kalamazoo stove and range users write us of their entire satisfaction. There may be many in your own town—ask them.

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The Kalamazoo burns any kind of fuel—you get your stove for cash or credit—on 360-days' approval test—*freight prepaid*—safe delivery guaranteed. Can you beat it? Any reliable commercial agency will give you our rating and standing.

Kalamazoo Stove Co., Mfrs.
Kalamazoo, Mich.





Known to the Trade for Years as the Pioneers of Art Brassware

Enormous Sales of Brassware

are being made. Are *you* making *your* share? If not, it may be the fault of the line you are handling.

Buy only the best and your sales will increase. Goods made by A. H.

NOTMAN & Co. are backed up

by long experience and reputation. There is but one quality — heavy metal wrought into correct

forms in a thoroughly artistic and workmanlike manner. Send for new styles, prices, etc.

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Manufacturers of
Brass Goods,
Candle Sticks,
Jardinieres, Fern Pans,
Smoking Sets, Desk Sets
and Many Distinctive Novel-
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PEOPLE



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BY

MODERN MEN AND
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new we offer the glass at a small manufacturing profit. You can obtain a round profit on such original creations. : : : : 12th and Buttonwood Sts., PHILADELPHIA

Both lines mark a radical departure in glass cutting and represent a quality unsurpassed. Because our name is

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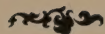
We have added to our line of Dinner Ware Eight New and Exclusive patterns that will be trade winners.

Our representatives will call on you soon.

Wait and see the new lines.

WARWICK CHINA CO.

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GUERNSEY COOKING WARE

CASSEROLES, BAKERS, WELSH RABBIT
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QUALITY OF "GUERNSEY"

Which for Durability, Finish and Design has at-
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The Guernsey Earthenware Co.

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Filtering Purposes

Manufactured by
CONSOLIDATED COTTON DUCK CO.

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Sole Selling Agent

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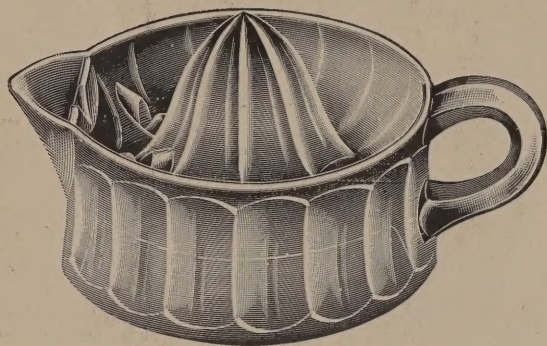
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Simple, Sensible and Sanitary

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Trained men are in demand.

*Give the boy a
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VITRIFIED HOTEL~CHINA

EXCEPTIONALLY STRONG BODY & HARD GLAZE

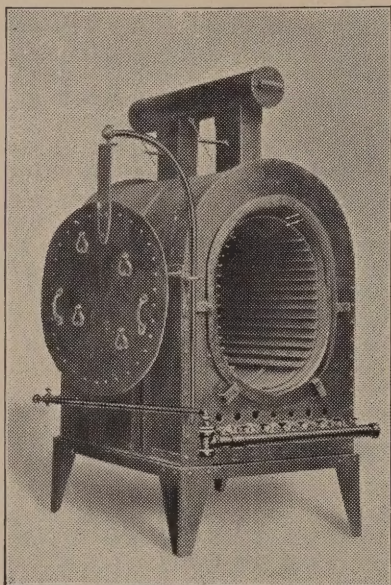
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CONSTRUCTION

A heavy asbestos lining is placed between the exterior metal case and the fire-brick tiling which faces the flames, preventing any loss of heat. The outside of Kiln always remains cold.

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SOUVENIR ASSORTMENT
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I furnish plans, specifications, estimates and supervision for **Continuous Industrial Alcohol Distillery Apparatus** for light, heat and power purposes **from Natural Gas** and portable stills for vegetable waste matter and wood alcohol.

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See Harper's Weekly, Oct. 3, 1908.

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43-51 West Fourth Street
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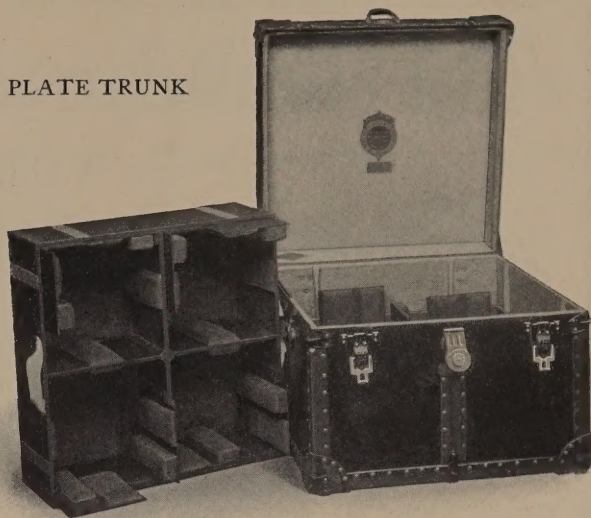
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Great Assortment in Fancy
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Toilet Ware, plain, cut and gilt.
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The English say that there is a glaze for every
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We say there is a temperature for every glaze,
and if you will use a

FRINK PYROMETER AND STACK DRAFT REGULATOR

you will prove it and save money.

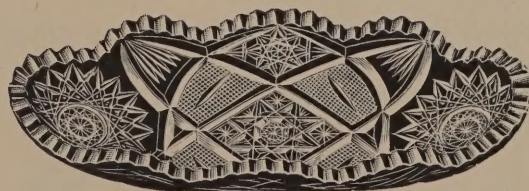
Does your color burn out and your furnace
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THE FRINK PYROMETER CO., COLUMBUS, OHIO

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and that means WE ARE THE BEST.

CUT GLASS TABLEWARE



AJAX CELERY, \$1.25 Each

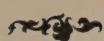
No, it's not the managers of W. Skinner & Son, that are making
the noise, it is the line. Call on our representatives and inspect their
line for 1909.

NEW YORK—42 West Broadway—Mr. Max Herbert.

BOSTON—105 Federal St.—Mr. Henry T. Edwards.

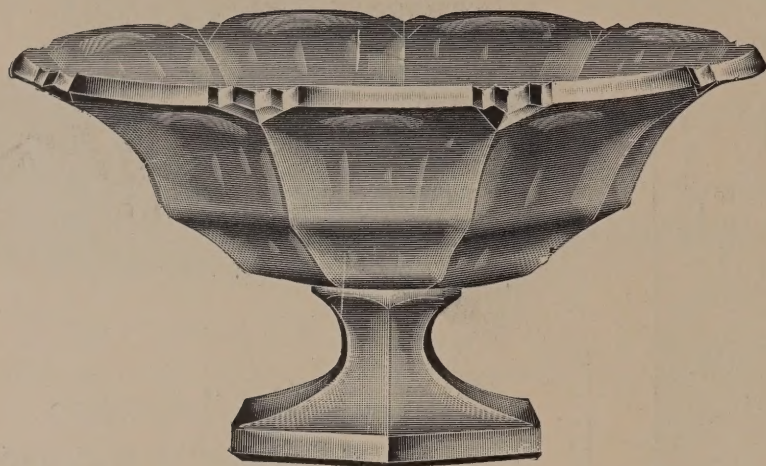
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W. SKINNER & SON, Hammonton, N. J.



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GREEN & THOMAS, 33 So. Charles St., Baltimore
L. A. FLETCHER, 157 Federal St., Boston

MARSH & KIDD CO., 617 Mission St., San Francisco



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YOU can save from 15 to 25% on your Decal. Varnish by corresponding with us and get an article which meets every requirement of the case. Many of the largest and most successful plants are "on" to this and have placed new contracts for 1909. Why pay for a name "Nothing better produced," is the verdict of all Decorators who have tested our varnish.

AKRON VARNISH CO., AKRON, O.

HOTEL CHINA Absolutely Vitrified

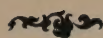
Standard Shapes, Plain and Decorated

After three years of experiment, we are prepared to make prompt deliveries of a line of strong, perfect Hotel China and give control in certain sections. Send for price lists and particulars of SHENANGO CHINA to the

Shenango Pottery Company

Best Shipping Facilities
In America

New Castle, Pa.



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The fact that our factories at Lawrenceville and Corning are working overtime attests to the popularity of our goods.

“NUF SED”

We are at your service with the best popular priced line in America. Before placing your orders for 1909, see our new line. Call upon or write to E. W. Hammond, 65 West Broadway, New York, N. Y.

The Eygabroat-Ryon Co.,

Lawrenceville,
Tioga County,
Pennsylvania.

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AND

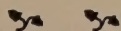
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WORKS**

Stoneclough, Manchester, ENGLAND



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BIRTHDAY GIFTS, CARD FAVORS AND
AS A HOME DECORATION.

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TECO POTTERY with its soft mossy green color and originality of design cannot be duplicated or successfully imitated.

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Potteries, Terra Cotta, Ill.

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Materials for Decorating China, Glass and Enameled Ware

Oxides and Chemicals

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Finest Dorsetshire and Devonshire Ball Clays

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For Opal and Alabaster Glass and Porcelain Enamel Ware

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NEW YORK PITTSBURG CHICAGO ST. LOU



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